



Proud to Be Here, Proud to Serve



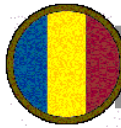
U.S. Army Accessions Command



USAAC Information Technology Overview
for
Data Modeling Conference
3 December 2002



Proud to Be Here, Proud to Serve



**Accessions
Command**



**Recruiting
Command**



**Cadet
Command**



**USATC
Fort Jackson**



**Officer
Candidate School**



**Drill Sergeant
School**



**Recruiting
& Retention
School**



**Warrant Officer
Candidate School**

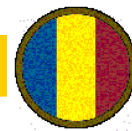
An Organization in Transition



An Army of One



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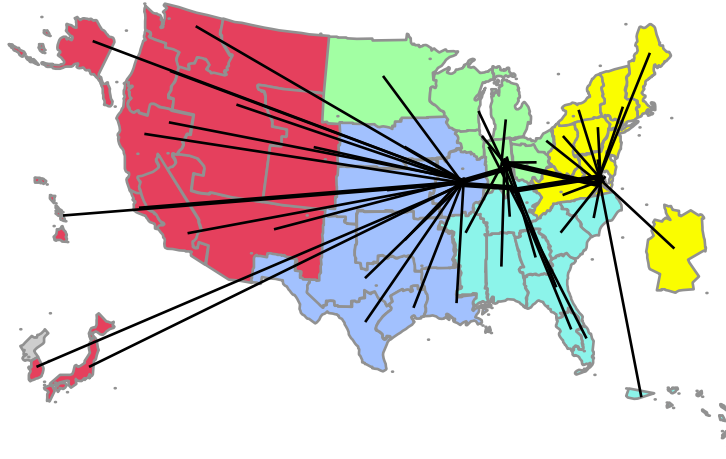
Information Technology Solutions



To Support Accessions Command Business Processes

Information Technology (IT)

A Mission Enabler



The Recruiter's Telephone System, Automation, and Lines of Communications are as Important to the Recruiter's Effectiveness as a Weapon is to a Soldier

ISA-AAC Mission

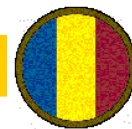
- ★ **All Information Technology Support**
 - ❖ **Communications**
 - ❖ **Automation**
 - ❖ **Telemedia Operations: Visual Information, Intranet, Internet, Extranet**
 - ❖ **Printing and Publications**
 - ❖ **Records Management**
- ★ **Develop, Acquire, Operate, Maintain, and Life Cycle Information Technology Systems for the Total Mission Area and Recruiting Customer Base (Active, Reserve, ARNG)**
- ★ **Analyze Functional Requirements and Develop IT Solutions, Information Requirements, and Supporting Information Architecture**
- ★ **Provide Guidance and Support for Telemedia Operations**

ISA-AAC Support

- ★ **Program Resources, Integrate and Manage Information Technology Systems**
- ★ **Maintain a Common Operating Environment for Automation Systems to Facilitate Maintenance, Provide Rapid Recovery of System Files and Reduce Total Cost of Ownership**
- ★ **Support Laptop & Desktop Computers, Printers, Cell Phones, Pagers, Visual Information Equipment, Facsimiles, and Copiers**
- ★ **Consolidated and Centralized IT Management**
 - ❖ **24 X 7 Help Desk at Headquarters**
 - ❖ **Funds for Decentralized Local Repair and Replacement of IT Equipment**
 - ❖ **Command-wide Communications Services including: Automated Telephone Support (Local/Long Distance), Calling Cards, In-Side Wiring, Equipment Services; coordination, facilitation and funding for phone installations**
 - ❖ **Command-wide E-Mail capability integrated with Leads and applications**
 - ❖ **Command-wide VTC services**
 - ❖ **Command Printing and Publications Program**



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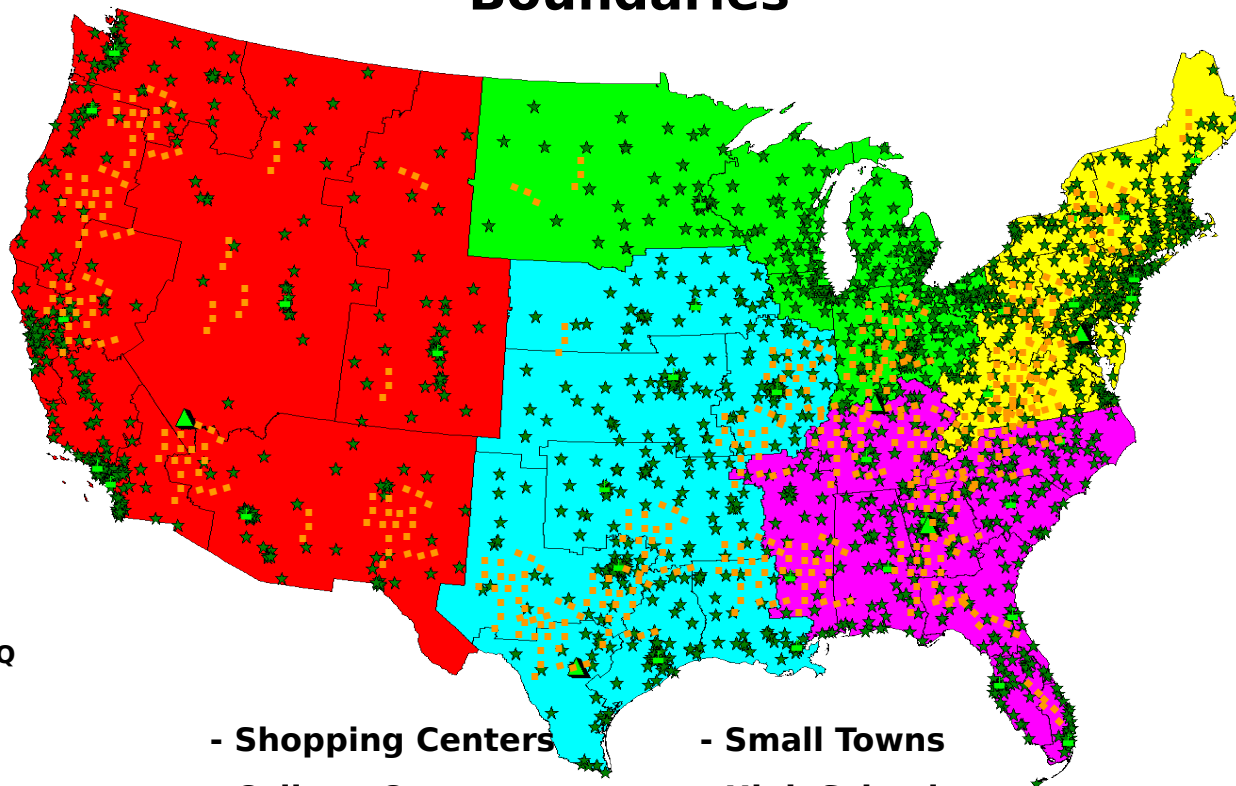


ISA-AAC



Mission Area

Supporting a Virtual Recruiting Environment, Without CONUS/OFANYS



▲ USAREC Brigade HQ

- 1st Bde
- 2nd Bde
- 5th Bde
- 3rd Bde
- 6th Bde

▲ Battalion HQ
(41)
★ Companies (244)
★ Recruiting Stations
(1700)

- Shopping Centers
- College Campuses
- Public Buildings

- Small Towns
- High Schools
- Military Installations



Cadet Command

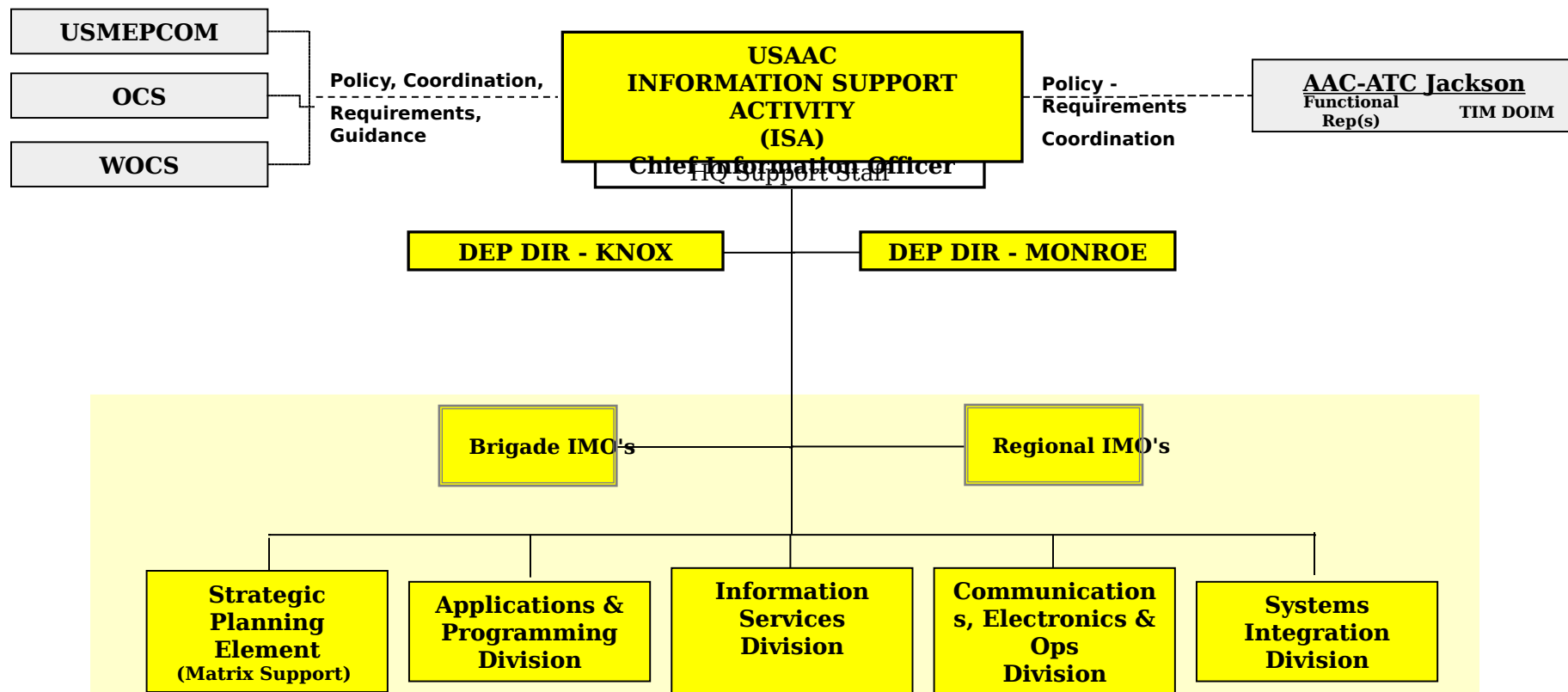
- 3 Regions
- 13 Brigades
- 271 College Campuses
- 1503 High Schools

**20+% of Recruiting Sites Relocate-Reconfigure
Annually to Maintain Competitive Presence in**

An Army of One 7

10/28/2002

ISA-AAC Structure



Combined Offices: Supporting and located at Fort Knox (USAREC) and Fort Monroe (USACC)



The IT Objective

Develop Application & Technology Enablers for Command Strategic Goals - Business Process Driven

IT Support Initiatives

Command Strategic Goals

Substantiate Requirements To Secure Full Funding

Connect, Invest, Inspire Service In Army

Promote Understanding Of Army

Enhance Marketing, Communications, Research

Advance Support To Increase Effectiveness

Improve Processes, Adapt State-of-Art Technologies

- Automated Reports to Capture Metrics

- Industry Benchmarking for Best Practices and Empirical Data

- User Feedback Mechanisms

- ARISS Point of Sale/GC Sales

- One-stop Recruiting

- Automated Medical Boarding

- Electronic Records Management

- Paperless Processing

- Migration to Wireless

- Multi-functional Devices

- Web based Multi-Media

- Web based Live Recruiter

- Innovative Procurement Solutions

- Improved Mobility

- Cell Phones

- VTC, Voice over IP, Video Streams

- Virtual Collaboration

- USAREC University, Distance Learning

- Recruiting Central Technology Insertion

- Content Delivery Networks

- Business Portal

- RRS Training System

- Online Access: Policy, Regs, Guidance

- Family Support Web site & Chat

- Recruiter Store Web Site

- ARISS

- Enhancements

- DEP Web Pages-AKO Email, Instant

- Upgrade

- GoArmy.Com Web Site

- Web Chat

- Rooms

- Interactive Web Cams - Army Life

- Videos: Soldier Profiles, MOS

- America's Army Game

- Applicant

- Self-processing

- HRMS Web Support

- GoArmy COI Portals

- USAREC Cmd Web Site

- Bde/Bn Web Pages

- Search Engines

- State Employment Service

- Recruiting & Referral Pgrm

- Operation Smart

- Data Warehouse

- Web based Mapinfo

- Simulation and Modeling Servers

- Virtual Library

- Center for Army Recruiting Lessons

- Learned

- Leading Edge Recruiting Co./Station



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**APPLICATIONS AND PROGRAMMING
DIVISION**

COMPUTER PROGRAMMING SUPPORT

MAJOR SYSTEMS AND COMPONENT MODULES -
ARISS
DATA WAREHOUSE - BUSINESS INTELLIGENCE
DATABASE MANAGEMENT
WEB APPLICATIONS DEVELOPMENT
WEB CONTENT MANAGEMENT
INTER-INTRANET PORTAL DEVELOPMENT
MULTI-MEDIA DEVELOPMENT
LEGACY SYSTEMS PHASE OUT (ARADS)

**COMMUNICATIONS, ELECTRONICS
AND
OPERATIONS DIVISION**

MULTI-ENTERPRISE RECRUITING SERVICES
NETWORK LANS - WANS - MANS
PHONE SYSTEMS
LEGACY SYSTEMS OPERATIONS (ARADS,
etc.)
INTRA-INTER-EXTRANET ACCESS
EMAIL
ENTERPRISE MANAGEMENT SYSTEM (EMS)
SYSTEM ADMINISTRATION SERVICES
DESKTOPS

CUSTOMER ASSISTANCE

SERVICE OVERSITE CENTER (SOC)
CUSTOMER ASSISTANCE TEAM
(CAT)
INSTALL, TRAIN, EVALUATE,
MAINTAIN

ISA-AAC
Areas of Support

INFORMATION SERVICES DIVISION

LIFE CYCLE MODERNIZATION
IT EQUIPMENT AND SERVICES
ELECTRONIC & HARD COPY RECORDS
MGMT
AUDIO VISUAL (HQs)
PUBS RECORDS
E-FORMS & PUBS
FOIA PRIVACY ACT
TELEPHONES, CELL PHONES, PAGERS
IT LOGISTICS

STRATEGIC PLANNING

ARCHITECTURE
STRATEGIC AND
LONG RANGE
MODERNIZATION
PLANNING
SPECIAL PROJECTS

**SYSTEMS INTEGRATION
DIVISION**

SYSTEMS INTEGRATION
CONFIGURATION MGMT
ENGINEER. PROC GPS
SYSTEMS SECURITY



Information Technology Solution Architecture Overview






























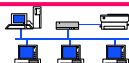





























***An Integrated Enterprise Technical Architecture
Supporting Functional Requirements***

- ★ **Hardware Devices: Mobile and Office**
- ★ **Communications and Infrastructure**
- ★ **Applications Development and Enhancement**
- ★ **Information Technology (IT) Insertion When Appropriate**



Architecture Overview

System Assets - USAREC Mission Area

	Telephones	RWS, OA Laptops	Desktops	LAN Access	RSN Access	VTC, Voice Over IP	ARISS User base	ARC ³ S(Legacy)
USAREC HQ	 							
BDE HQ	 							
BN, GC shops	 							
RRS								
AMEDD DET	 							
HCRT	 				ISP/VPN Access		DIAL UP	
CLT	  1 per				ISP/VPN Access		DIAL UP	
STATION	  1 per				ISP/VPN Access		DIAL UP	
RECRUITER	  1 per & Selected Pagers				ISP/VPN Access		DIAL UP	

- 1800+ Key Phone Sys
- 20000+ Phone Lines
- 1500+ Calling Cards CONUS/OCONUS
- 9500 Cell Phones
- 1200 Pagers

Laptops Workstations
15000+ 3100+

Enterprise Servers
- Extra, Intra, Internet
- .COM/EDU/MIL
- Dev, Test, Trng, Prod,
File/print. COOP

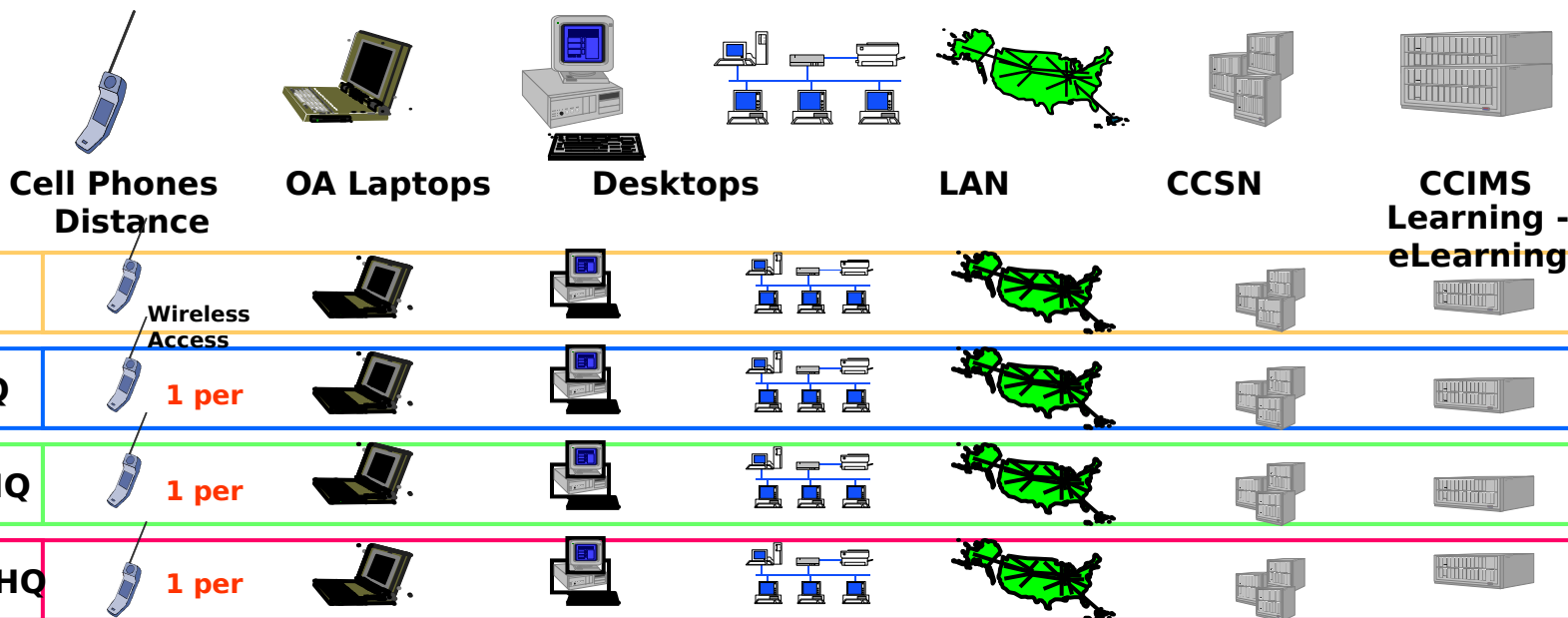
230+ Public Space Sites, with Dedicated Access
145+ Units
13300+ ISP dial-in Accounts

And Thousands of Supporting IT Devices: PDAs, FAX, Copiers, Printers, Visual Information Equipment, etc.



Architecture Overview

System Assets - Cadet Command Mission Area





Communications Infrastructure - Recruiting Services

Network Points of Presence

Supporting the Joint Recruiting Services



Dial-in sites not depicted



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U.S. Army Accessions Command Recruiting Services Network (RSN)

AAC-USAREC 20021028

- Designed Specifically to Support DOD

Recruiting Business Processes (CIM initiative)

- Flexible Commercial Solution

- ATM Backbone w/ Frame Relay through 45M
- Full COOP Capability
- Centrally Managed



- Security Model: DoD Public Key Infrastructure over Virtual Private Network (PKI / VPN)

- 290 Circuits
- 250 Locations: primarily commercial, public

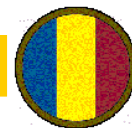


On Point for the Army

1



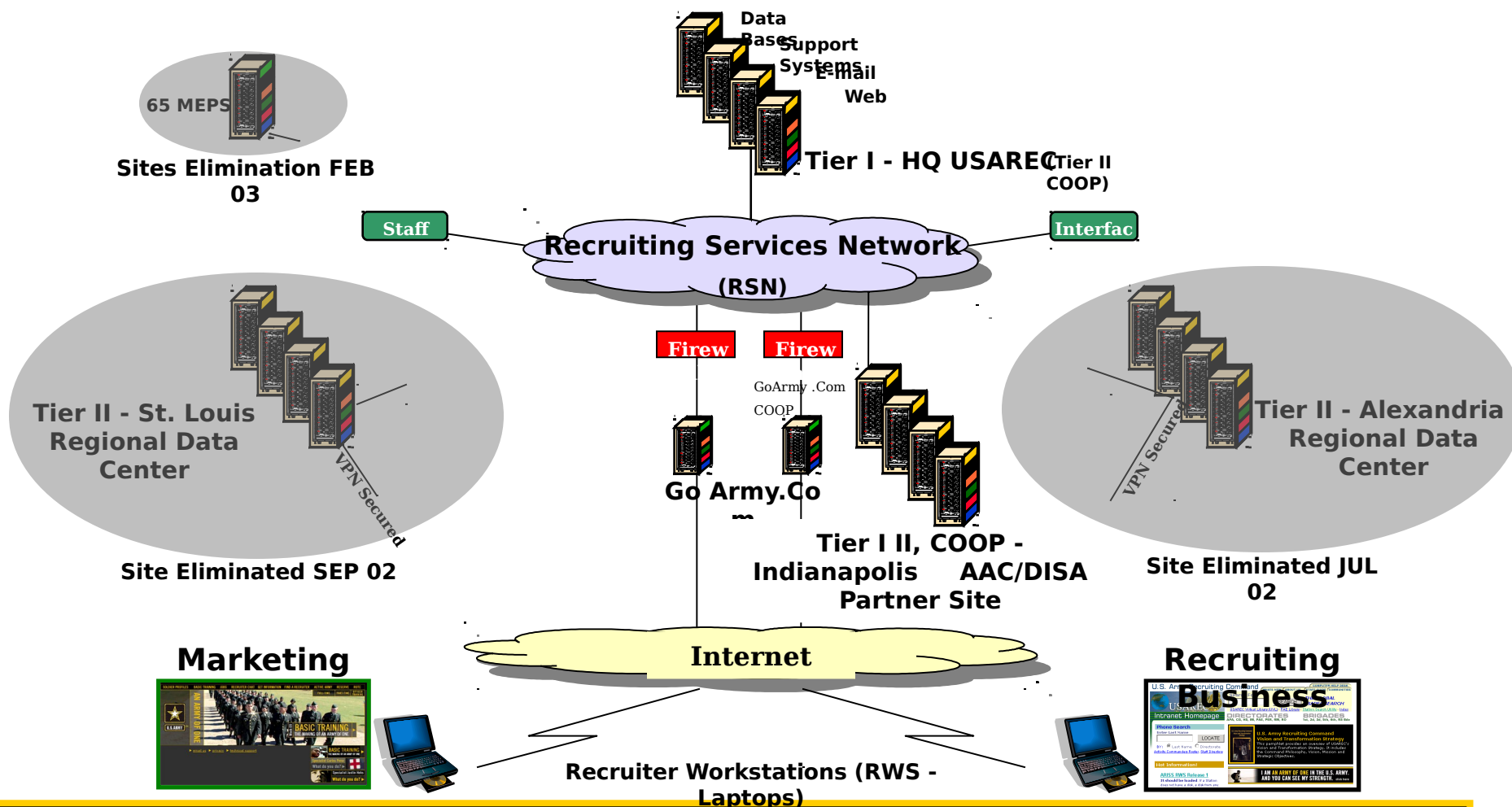
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AAC Enterprise Architecture

CONSOLIDATED CONFIGURATION - Accession and Marketing

Web-centric Dominant



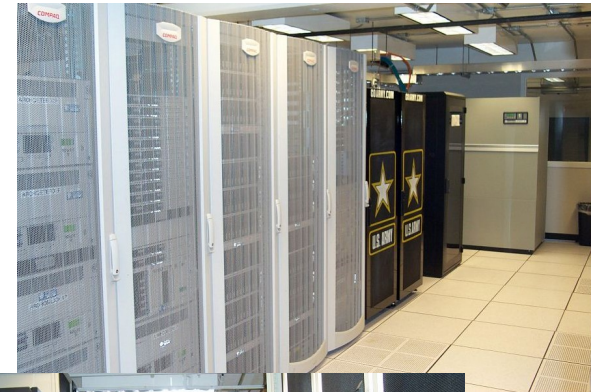
An Army of One



AAC Enterprise Architecture

HQ Level Data Processing Center - Tier I, II

- ✦ One of Two centralized data centers in the Architecture
- ✦ Supports Servers: web, net, file and print, ARISS Top Of System, Data Warehouse
- ✦ Includes mainframe class performance, capacity, and processing server: SUN E10K
- ✦ Storage Area Network (SAN) provides full hard drive and tape backup
- ✦ Centralized backup site with high density robotic tape systems
- ✦ COOP site for Enterprise Architecture
- ✦ One of Two backbone Communications Sites supporting Joint Recruiting Services.
- ✦ Root site for RSN
- ✦ Centralized/Controlled Network Operations and Security Center (NOSC) environment
- ✦ Recruiting Community Point of Presence for NIPRNET, Internet



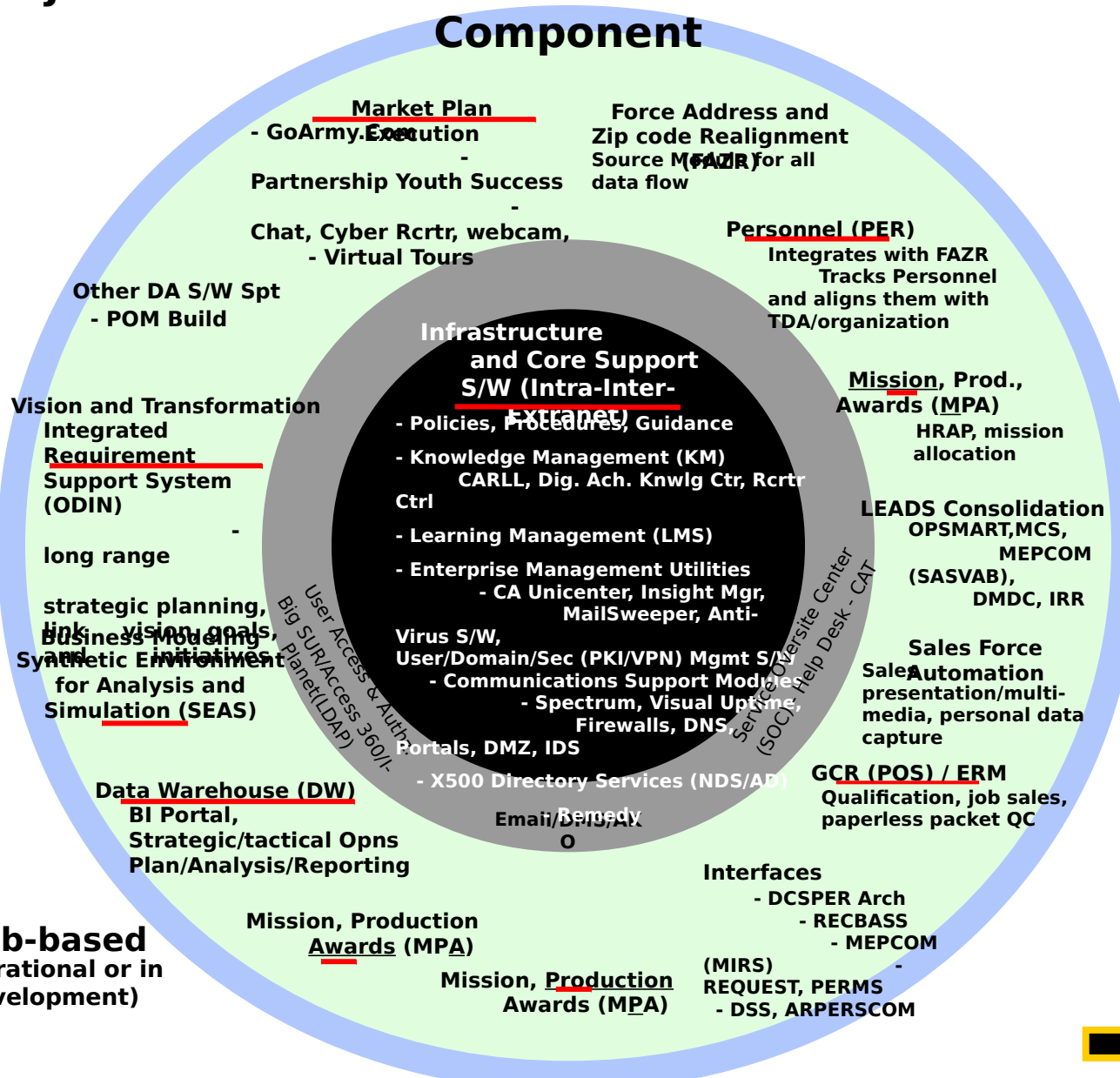
Architecture Overview

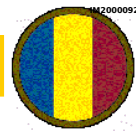
**Applications
Functionality
Interfaces
(-Today-)**



AAC Integrated Enterprise Architecture

Major Software Modules and IT Enablers - USAREC Component



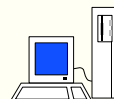
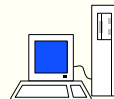
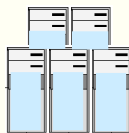


ARISS Functionality Across the User Community

USER Community

HQ, Brigades,
Battalions, States,
Support Elements
Enterprise Servers

Communications - Recruiting Services Network
(RSN)



Command and Control functions: Force structure and mission area alignment, Mission Assignment, Production Reporting, Awards mgmt., Waiver mgmt., Leads filtering, distribution and reporting, Personnel mgmt., Accession management accounting, email, robust web-centric initiatives, Office Automation

Data Warehouse - Repository for all business intelligence data (incl. Personnel Historical, Financial, and Demographics), Market and Recruiting Business Impropropriety Analysis, Multi-fold interfaces, System Backup Requirements support for Recruiting Analysis, Central hub for enterprise communication

Applicant Packet and Accession Processing, Medical/Test Scheduling, Specialty (MOS) multi-media videos, training seat reservations, email, Office Automation functions

Mobility, Single Data Entry, Leads/Contact/Prospect Management, Multiple Pre-Screening/Qualification Tests, Applicant Packet Processing, Medical Delayed Entry Program (DEP) mgmt., Production Reports, Personal Information (PIM) functions, Office Automation functions (word process, graphics, spreadsheets), Security Questionnaire, email, robust web access (incl. training, recruiting prospecting/leads development, recruiting logistical support), encrypted



Applications Architecture Overview

- ✦ Provides a single, secure automation system supporting Army Recruiting world-wide
- ✦ Enables commanders at all levels to manage recruiting
- ✦ Provides a fully integrated Customer Relationship Management (CRM) solution
- ✦ Customized for USAREC, NGB, DA, and DoD business processes
- ✦ Products are based on Business Objectives
- ✦ Technology follows Business Strategy



Applications Architecture Overview

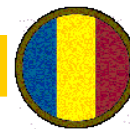
- ★ **Supports the rapid pace of business re-engineering due to changes in command objectives, market movement and operational direction**
- ★ **Three tier architecture with two regional data centers provides true mobile recruiting as well as email and internet/intranet access**
- ★ **System exchanges pre-accession data with several external agencies i.e. advertising agencies, Army G1, USMEPCOM, DMDC and other DA/DOD entities**
- ★ **Incorporates DOD/DA Standards for: Data, Uniform Interfaces, and Public Key Infrastructure (PKI) Technologies**
- ★ **Supports Defense Information Infrastructure (DII) and Common Operating Environment (COE) Objectives**



Force Structure, Address & ZIP Code Realignment (FAZR)

- ★ **Cornerstone of the accession infrastructure**
- ★ **Reflects organizational structure, resources, and market areas**
- ★ **Basis for recruiter assignments, systems security, role assignment, data flow, address management, mission assignment and production reporting**
- ★ **Implements the Program, Analysis and Evaluation Directorate Recruiting Market Analysis (RMA) - Active, Reserve, AMEDD**
- ★ **Updated information is shared with Internet/Intranet modules across the enterprise - GoARMY, Recruiter Store, ad agencies, etc.**
- ★ **Command single source for organization and resources - determines allocation of phone lines, office space, vehicle distribution, etc.**





Personnel

- ★ **Provides personnel managers at battalion and above with a web based system for management of military, civilian & contractor personnel down to the lowest level**
- ★ **Associates personnel allocations to positions maintained in FAZR (faces-to-spaces)**
- ★ **Supports personnel management requirements including family info, assignment preferences, assignment history, etc.**
- ★ **Provides over 20 flexible reports**
- ★ **Integrates with Leads, Mission Production Awards (MPA), Data Warehouse (DW), Rctr Cell Phone DB, GoARMY.com, Big System User Registration (BigSUR), etc.**

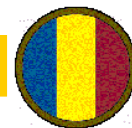




Big System User Registration (BigSUR)

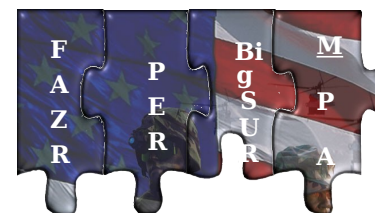
- ★ **Implements DA/DOD system security requirements for applications and IT resources**
- ★ **Integrates system security with personnel data to manage movements against access privileges**
- ★ **Big SUR replaced multiple manual management and maintenance processes**
 - ❖ **Microsoft NT IDs**
 - ❖ **E-mail accounts**
 - ❖ **Internet Service Provider accounts**
 - ❖ **PKI soft certificates**
 - ❖ **User database extracts**
 - ❖ **Subsystem roles and access**





Mission, Production & Awards

- ★ Builds quarterly and monthly mission from HQ USAREC down to station level assigned by 12 Active and 12 Reserve categories
- ★ Determine daily achievements - contracts, accessions, losses, and renegotiations to build production tables
- ★ Allows mission adjustment and management of complex substitution rules
- ★ Generate numerous mission, production analysis, and management reports
- ★ Basis for calculating and managing Recruiter Incentive Awards
- ★ Tracks mission achievements and mission success





Mission, Production & Awards (con't)

- ★ Allows flexibility of allocating specific market categories against differing market groups by component (e.g. Graduate Male Alpha (GMA) to Graduate Alpha (GA))

Organization: ☒ All ☐ HQ ☐ Brigade ☐ BN/DET ☐ CD/HCRT ☐ Station

Component: ☒ Active ☐ Reserve

Time Period: ☐ Annual ☒ Quarterly ☐ Monthly

Fiscal Year: 2002

RSID: From: 0 To: 1

Mission Type: ENLISTED

☐ Retrieve Recruiters

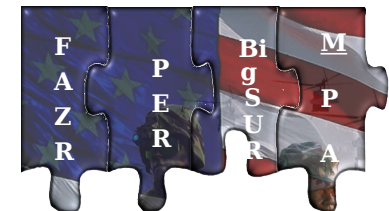
Total Quantity to be Missioned:

☒ Release ☐ Freeze

Quarter: 2 Date: 2001/10/12

Delete Quarter:

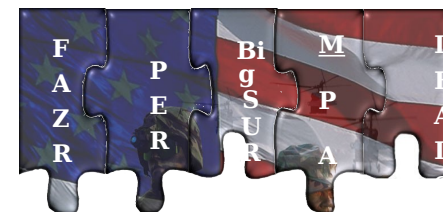
Category/ Group Id	Quarterly Mission Quantities				Total for the Year	Total Issued	Original Mission	Comment
	Q1	Q2	Q3	Q4				
GA	2,273	2,273			4,546			
SA	773	773			1,546			
OTH	1,836	1,836			3,672			
Totals:	4,882	4,882			9,764	0	0	

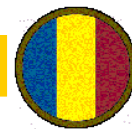


LEADS



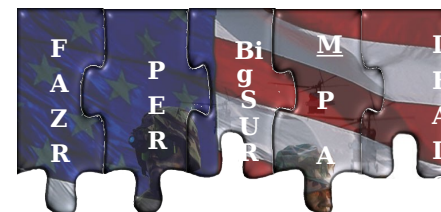
- ★ **The Recruiter's primary weapon! Leads-Reports is the mobile sales force's automation tool**
- ★ **Provides data synchronization to 12,000+ mobile recruiters**
- ★ **Electronic cleansing of leads from external sources to include: ADHQ, SASVAB, TAPDB, DMDC, Bulk Leads**
- ★ **Distribution of leads based on management-defined distribution parameters (geographic area of responsibility)**





LEADS (con't)

- ★ **Single data collection point for all Components (Active, Reserve and Army National Guard)**
 - ❖ Enlisted, AMEDD Officers, Special Missions (Band, Chaplain)
 - ❖ Captures data for 120+ DA/DoD recruiting forms including SF86
 - ❖ 75+ data collection screens
- ★ **Builds a qualified, edited and validated electronic applicant packet**
- ★ **Used by Station Commanders and Company Leadership Teams to manage prospecting and applicant processing**
- ★ ***Guidance Counselor Redesign* will use the applicant data to create the applicant's enlistment packet**





Guidance Counselor Redesign

- ★ **Implements Electronic Records Management which complies with DoD Directive 5015**
 - ❖ Framework for the paperless processing and records management
 - ❖ Electronic forms and signatures are key components
- ★ **Establishes the IT framework to implement the next business model phase - Point of Sale (POS)**
- ★ **Web based system that reduces administrative tasks for Guidance Counselors by 80%**
- ★ **Secure waiver workflow approval process**
- ★ **Retires legacy modules and facilitates the consolidation of 65 servers to 1**
- ★ **Foundation for Paperless Records Management in support of Personnel Transformation**



Data Warehouse

- ★ **COTS based Central/Master data repository used for strategic decision making (10 years of data on-line)**
- ★ **Basis for business intelligence, business program modeling and marketing analysis**
- ★ **Provides recruiting operations personnel the ability to map trends analysis**
- ★ **Integrates recruiting production data with other related data from external data sources (e.g., USMEPCOM, REQUEST, TAPDB)**
- ★ **Includes broad spectrum of information across recruiting operations as well as Other Service data**





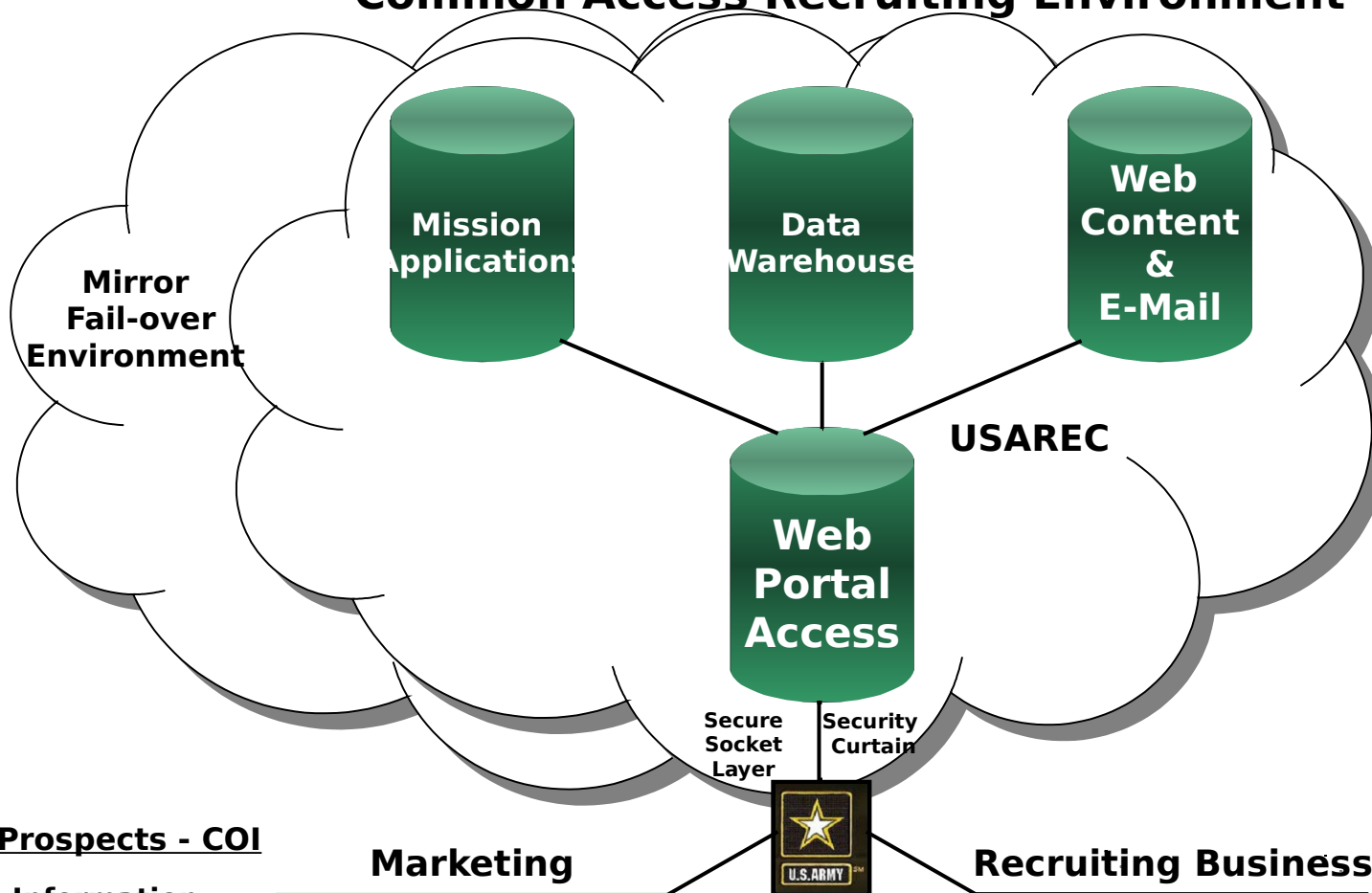
Web-centric Architecture

**Full Transition to Web-based Solutions
is a Major Focus
(-Tomorrow-)**



New Web-centric Objective Architecture

Common Access Recruiting Environment



Advantages

- Single Tier Design, 50% less H/W, S/W
- Integrates Marketing and Business through single portal access
- Device Independent Uses Any Web Enabled Instrument
- Flexible for Technology Insertion
- Leading Edge Technology and Architecture Design

Prospects - COI

- Information
- Applications
- Games
- Support Services

Marketing



Internet Devices

- Desktops
- Laptops
- Personal Dig. Assts.
- Cell phones

Recruiting Business



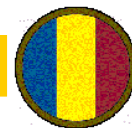
Recruiter - Staff

- Mission Applications
- Reports
- Web e-mail
- Intranet
- Role Based Content
- Collaboration
- Training



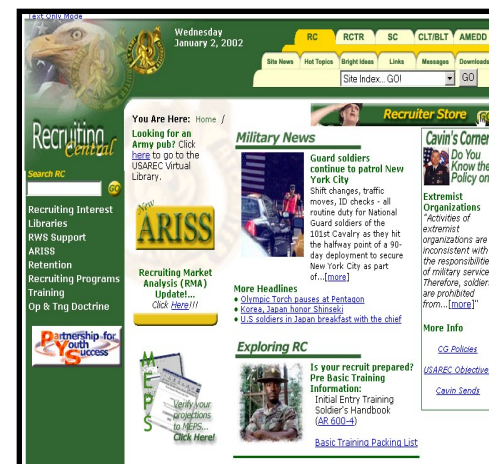


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Intranet Web Initiative Recruiting Community Focus

- ★ Recruiting Central Intranet Portal
- ★ Military Access to Army Recruiting
 - ❖ Communities
 - ★ Recruiter
 - Station CDR
 - CLT
- ★ Command Home Page
- ★ Primary Portal for Personnel Access to USAREC Processes, Activities, Organizational Elements, and General Information

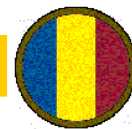


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10/28/2002



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Internet web Initiative

Command and Public Information

www.USAREC.Army.Mil

★ General Access to Army Recruiting

- ❖ Partner Portal (Secure Access)
- ❖ Press Releases
- ❖ Calendar's
- ❖ New Recruiter info
- ❖ Unit Directories/POC's
- ❖ BDE/BN Public Web Pages
- ❖ COI Info
- ❖ Command Info
- ❖ Station Search
- ❖ Special Programs
 - Golden Knights
 - Army Marksmanship
 - Recruit the Recruiter

United States Army Recruiting Command
Fort Knox, KY

USAREC

Welcome to the Headquarters of the United States Army Recruiting Command (USAREC). This public information web site provides the background information of the various organizations that make up USAREC. Located in Fort Knox, Kentucky USAREC provides the command, control, and staff support to the recruiting force.
[For more info.](#)

[Station Search Utility](#) | [Brigades & Battalions](#) | [USAREC Homepage](#) | [Contact Us](#)

Command Info.

- [Headquarters](#)
- [Brigades & Battalions](#)
- [A&PA](#)
- [Human Resources](#)
- [Command Calendar](#)
- [Strategic Plans Office](#)
- [Forms & Publications](#)
- [Military Spouse Information](#)

USAREC Programs

- [Warrant Officer Recruiting](#)
- [Recruit the Recruiter](#)
- [Recruiting & Retention School](#)
- [Operation SMART](#)
- [HRAF](#)
- [Golden Knights](#)
- [Army Marksmanship Unit](#)
- [Army PAYS](#)

Recruiting Research Consortium

Recruiting research information exchange

Recruit The Recruiter

Information on the Volunteer Recruiter Program.

Personnel Directories

All directories will be unavailable for an indefinite period of time.

ARMY OF ONE Tie Tac available for order now!

Information on placing an order

Attention Potential Contractors! Contract Recruiting

I AM AN ARMY OF ONE IN THE U.S. ARMY. AND YOU CAN SEE MY STRENGTH. [click here](#)

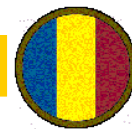
Do you know someone who might be interested in joining the Army?
Click "GET INFORMATION" on www.goarmy.com

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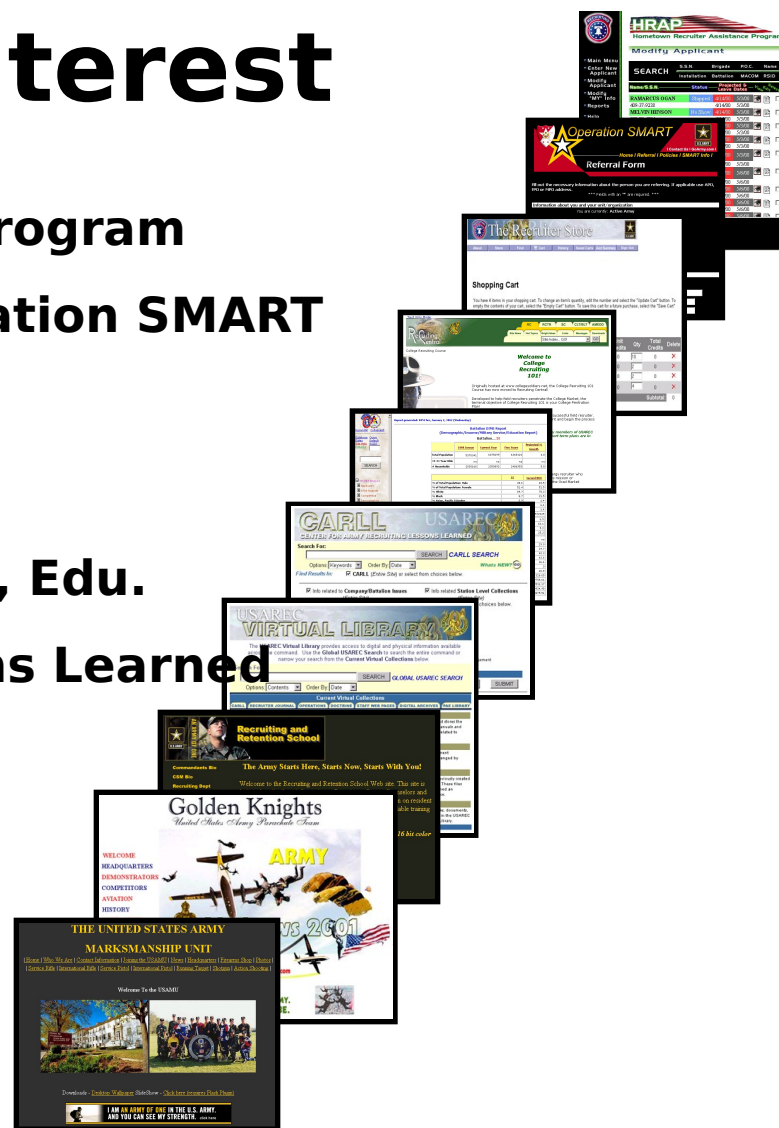


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Intranet Web Initiative Special Interest

- ★ **Hometown Recruiter Assistance Program**
- ★ **Command SGM Of The Army Operation SMART**
- ★ **The Recruiter Store**
- ★ **Computer Based Training**
- ★ **Demographic, Income, Mil Service, Edu.**
- ★ **Center for Army Recruiting Lessons Learned**
- ★ **Virtual Library**
- ★ **Recruiting and Retention School**
- ★ **Army Golden Knights**
- ★ **Army Marksmanship Unit**



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Web-Centric Vision

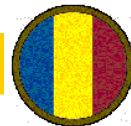
Vision: Accomplish the Army's Initiative to be Web enabled, Paperless, Active Directory.

The ISA-USAAC strategic direction for Integrated Enterprise Architecture is to move toward a web enabled environment, utilizing a component architecture, built on open standards. Leveraging an Enterprise portal, the end user will have a single view into his/her applications world, seeing only the data that the individuals role in the enterprise entitles them to. Roles will be maintained in a common LDAP directory,

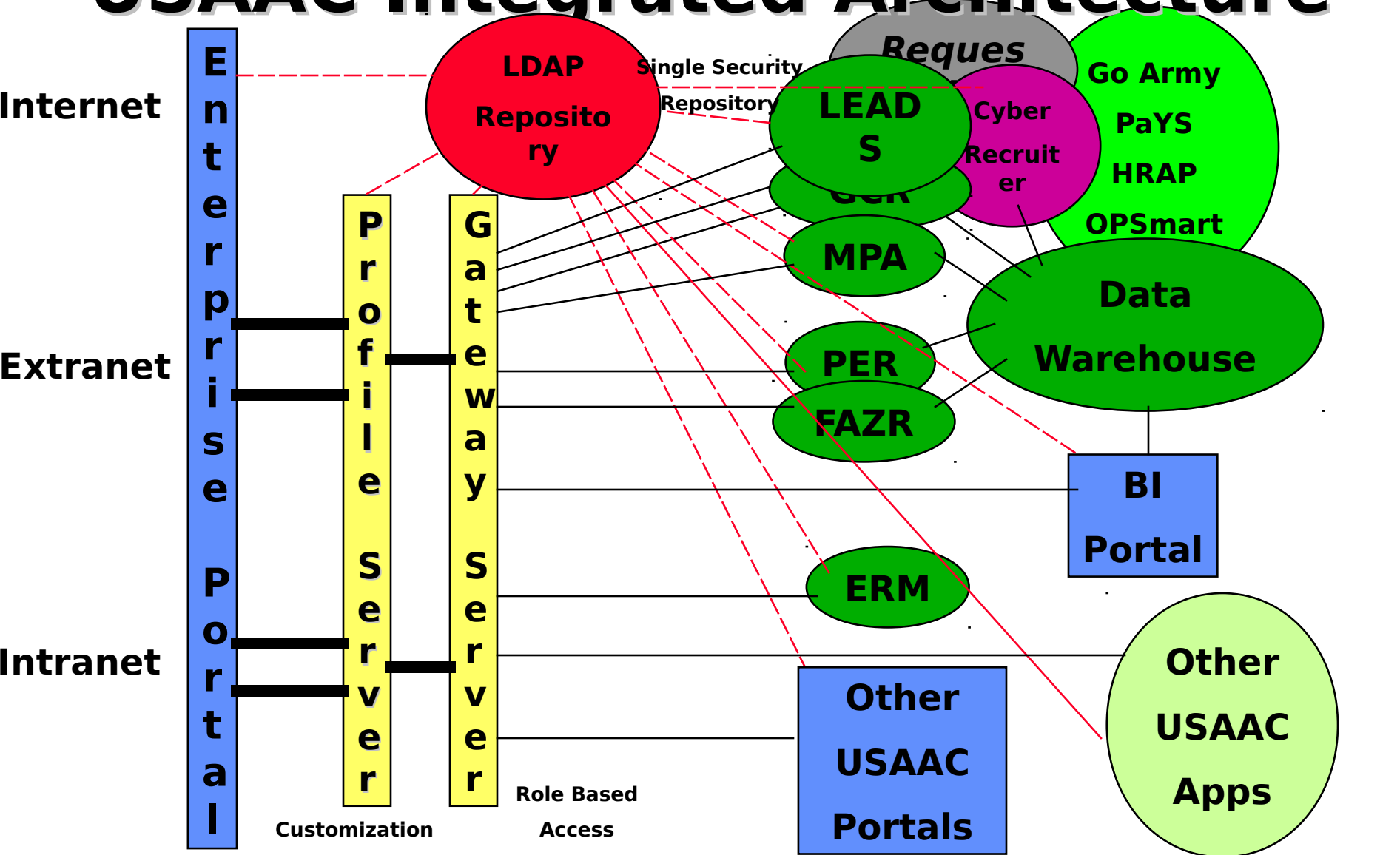
accessible to all USAAC applications



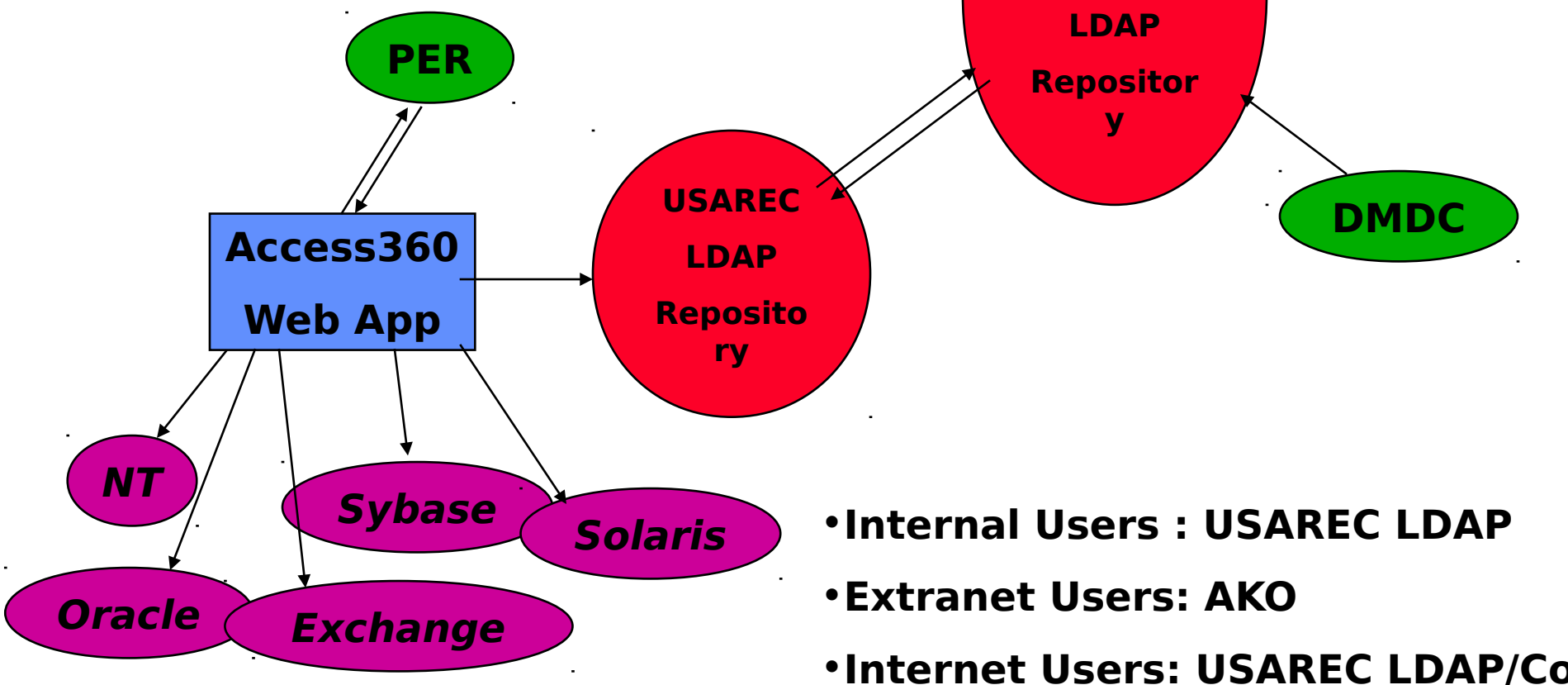
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USAAC Integrated Architecture



USAAC AKO Integration



Over All Technology Objectives

Standardized Hardware/Software Environment

- ★ Standardize component architectures to single application/web server.
- ★ Common Enterprise Business Portal
- ★ Standardize Business Intelligence Software.
- ★ Leverage Business Intelligence Software capabilities.
- ★ Migrate to Single Database vendor/Standardize data content.
- ★ Consolidate Hardware/Software platforms, for lower maintenance and facilities costs.
- ★ Consolidate Processors into fewer sites.
- ★ Leverage COTS, Enterprise Licensing, and Standards

Overall rapid migration of applications to the Web.

Focus on Army Technology Initiatives

Software Tools/Standards

- ★ Database: **Oracle**
- ★ Application Server: **BEA Web Logic**
- ★ IDE: **JBuilder**
- ★ Enterprise Portal: **iPlanet**
- ★ Business Intelligence Tools: **Brio**
- ★ Security Architecture: **LDAP (iPlanet)/Netegrity**
- ★ User Access Control: **Access360**
- ★ Document/Web Content Management: **Documentum**
- ★ OS Standards: **Solaris/Windows(2000/XP)**
- ★ Hardware Standards: **Sun/Compaq/Cisco**
- ★ Systems Management: **CA-Unicenter**
- ★ Network Monitoring: **Spectrum**

Technology Standards

★ J2EE 1.3

- ❖ Corba
- ❖ EJB
- ❖ XML
- ❖ XHTML
- ❖ XSL/XSLT

★ LDAP

★ UML

★ SQL

- ❖ ODBC
- ❖ JDBC

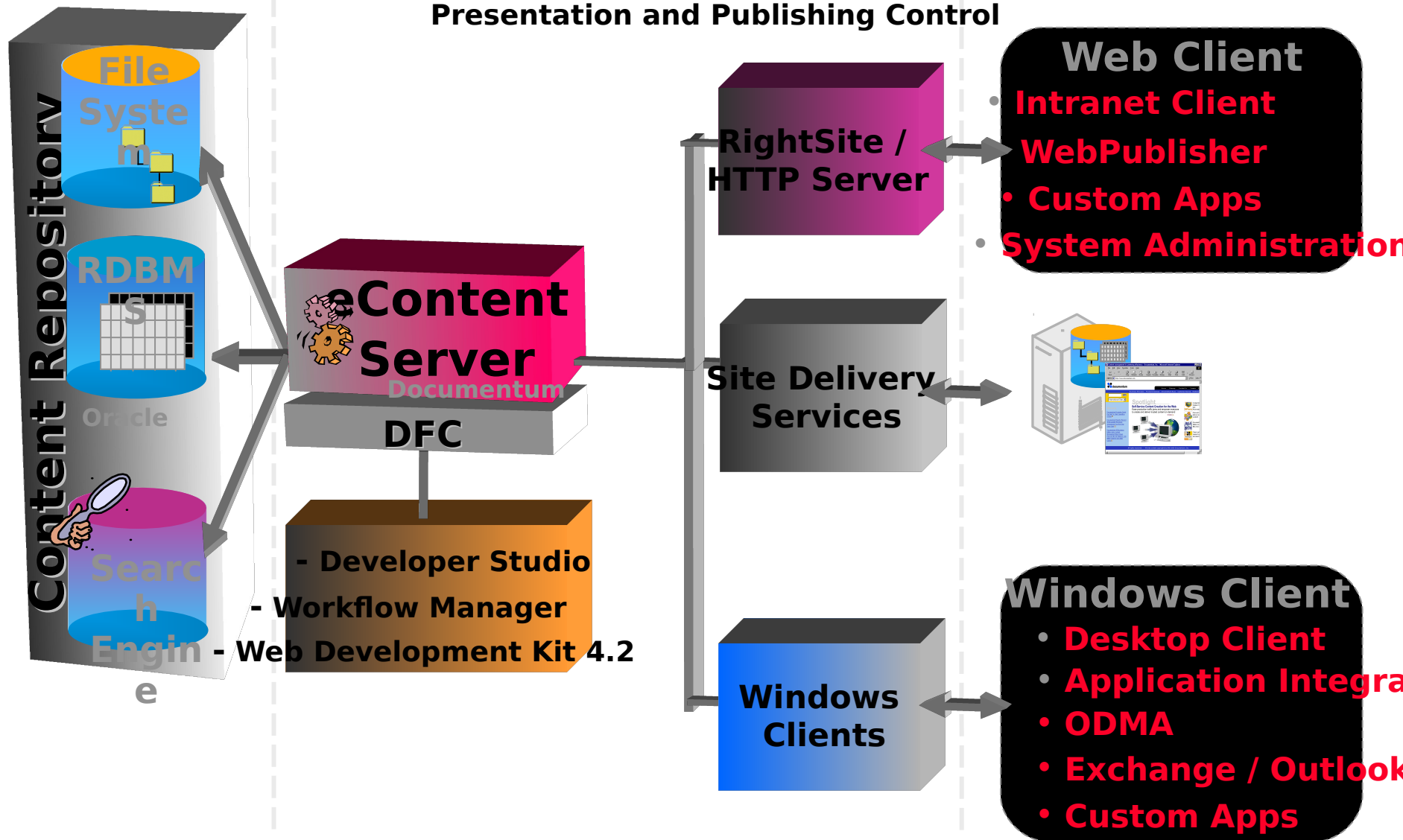
★ Portlet(s)

➤ Value Added

- ❖ Faster cycle times
- ❖ Fewer releases of CDs
- ❖ More SCRs completed
- ❖ Standard look and feel across all applications
- ❖ Fewer tools to maintain
- ❖ Lower DEV cost per release
- ❖ Increased DEV efficiency
- ❖ Support future PDA like devices/Wireless Devices

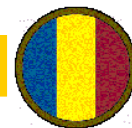
Web Content Management

Presentation and Publishing Control



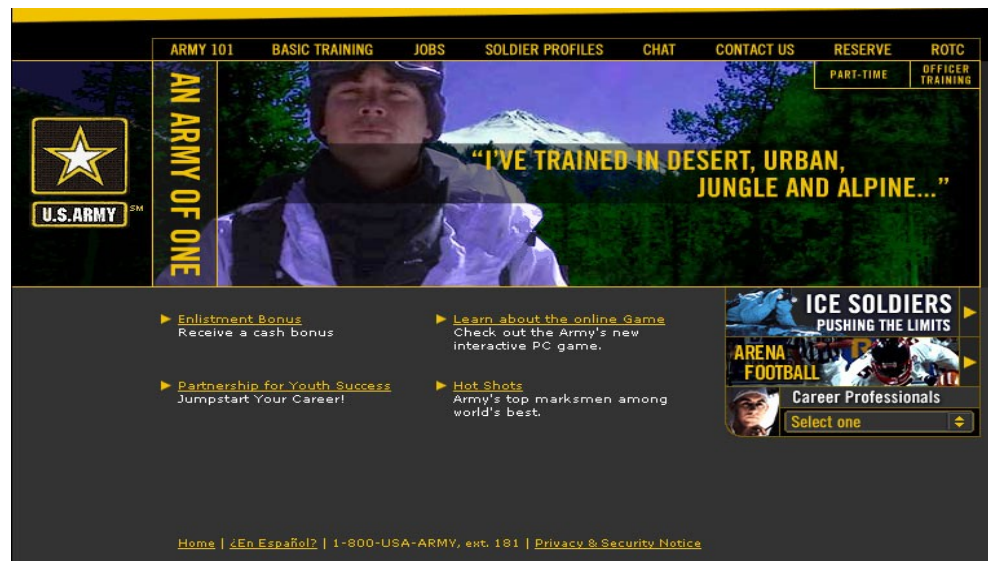


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Internet Web Initiative - Marketing www.GoArmy.com

- ★ Primary Marketing Web Site
- ★ Public Access to Army Recruiting Information



- ❖ Applicant Self-navigation and keyword search
- ❖ Chat with Live Recruiters
- ❖ MOS videos - Basic Training Webisodes
- ❖ Take Virtual Tours of Army installations
- ❖ Soldier Testimonials and Profiles
- ❖ High Quality Leads Generator
- ❖ Station Search, Find-your-Recruiter

hours
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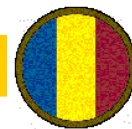
Internet Web Initiative GoArmy.Com Chat Room

- ★ Experienced Recruiting Teams conversing real-time with an interested public market
- ★ Chat Tool offers a one-on-one, low pressure, anonymous information experience
- ★ The result is a high quality Lead that is informed and self-motivated to pursue a military commitment





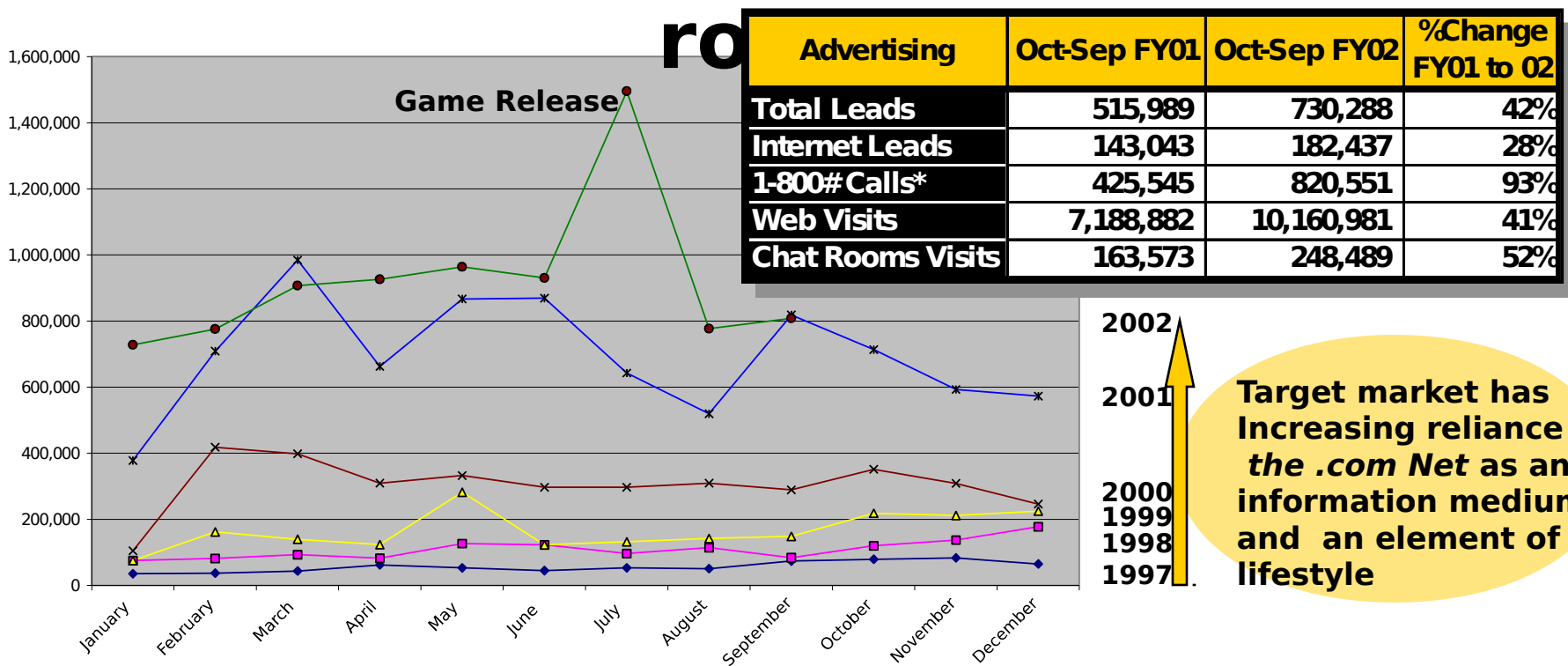
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Internet web Initiative -

Marketing METRICS!

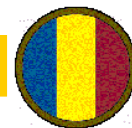
GoArmy.Com and Chat



Continued Growth “and” High Quality!



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Internet Web Initiative

Corporate and Partnership Marketing

www.ArmyPaYS.Com

★ Partnership for Youth Success - Business Marketing Site

★ Industry Access to Army Recruiting

✓ Business Relationships

- ✓ Job Submission, Soldier Enrollment

- ✓ Employee Tracking

- ✓ Growing Partner List, Over 30 Companies including:

- Ø Bell South, General Dynamics, Pepsi, Sears
- Ø Being Expanded to support Reserves

✓ USAREC

- ✓ Interfaces to ARISS, REQUEST

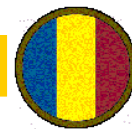
- ✓ Supports Guidance Counselor Redesign and Point of Sale Efforts

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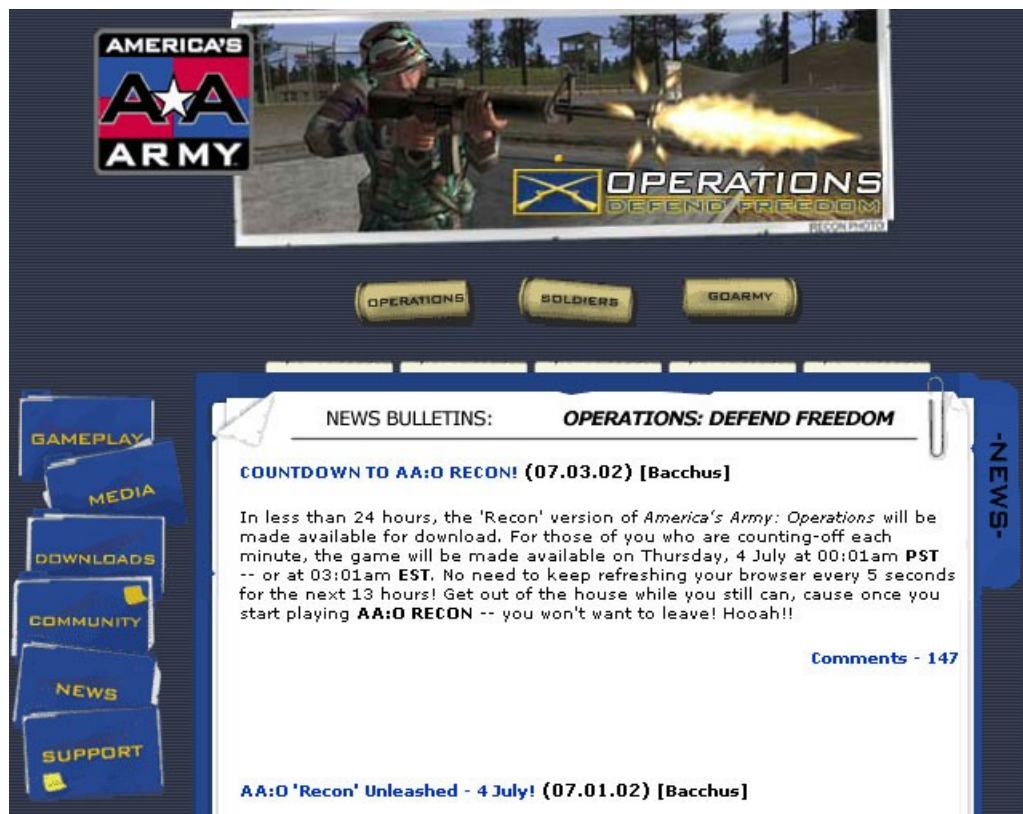


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Internet Web Initiative - Marketing www.americasarmy.com

- ★ The Army Game (TAG)
- ★ Generates awareness and promotes sales communication
- ★ Multi-Dimensional ver. 2D & 3D
- ★ Initial 3D launch 4 July, has already yielded a 30% increase in visits to GoArmy.Com site
- ★ To date, 1,000,000 public downloaders, 200,000 additional recruiter



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“The past decade was focused on automating inward facing business processes or 40 % of company activity. The current decade will be about the other 60%, the outward facing business processes”

Internet World, June 2002

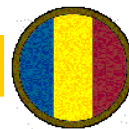


Webmaster's GoArmy.com Vision


- Create a compelling *virtual recruiting station environment* which provides *information, interactivity, and transaction capabilities* for our target market and COI's.
- Provide diverse technologies which *allow our visitors to fully experience the Army.*
- Ensure that information presented is *clear, concise and honestly represents the Army.*
- Analyze web access patterns to *better understand and serve our customers and*




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GoArmy.com


U.S. ARMY SM

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ARMY 101 **BASIC TRAINING** **JOBS** **SOLDIER PROFILES** **CHAT** **CONTACT US** **RESERVE** **ROTC**
PART-TIME **OFFICER TRAINING**

Specialist Christopher Bashaw, AN ARMY OF ONE Infantryman
SPC Bashaw's SOLDIER PROFILE ▶

▶ [Enlistment Bonus](#)
Receive a cash bonus

▶ [Partnership for Youth Success](#)
Jumpstart Your Career!

▶ [Learn about the online Game](#)
Check out the Army's new interactive PC game.

ICE SOLDIERS
PUSHING THE LIMITS ▶

ARENA FOOTBALL ▶

▼

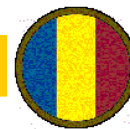
▶ Please read our [privacy and security notice](#).

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GoArmy.com

The screenshot shows the GoArmy.com website interface. At the top, a navigation bar includes links for ARMY 101, BASIC TRAINING, JOBS, SOLDIER PROFILES, CHAT, CONTACT US, RESERVE, and ROTC. Below this, there are sub-links for PART-TIME and OFFICER TRAINING. The main content area features a large banner with the text "AN ARMY OF ONE" and a U.S. Army logo. To the right of the banner, there are links for "Law, AN ARMY OF ONE" and "w's SOLDIER PROFILE". Below the banner, there are two main sections: "ICE SOLDIERS PUSHING THE LIMITS" and "ARENA FOOTBALL". On the left side of the main content area, there are links for "Enlistment Bonus" (Receive a cash bonus) and "Partnership for Youth" (Jumpstart Your Career). A "Site Navigator" box is also visible. At the bottom, there is a link to "Please read our privacy and security".

Cultivating Customer Relationships

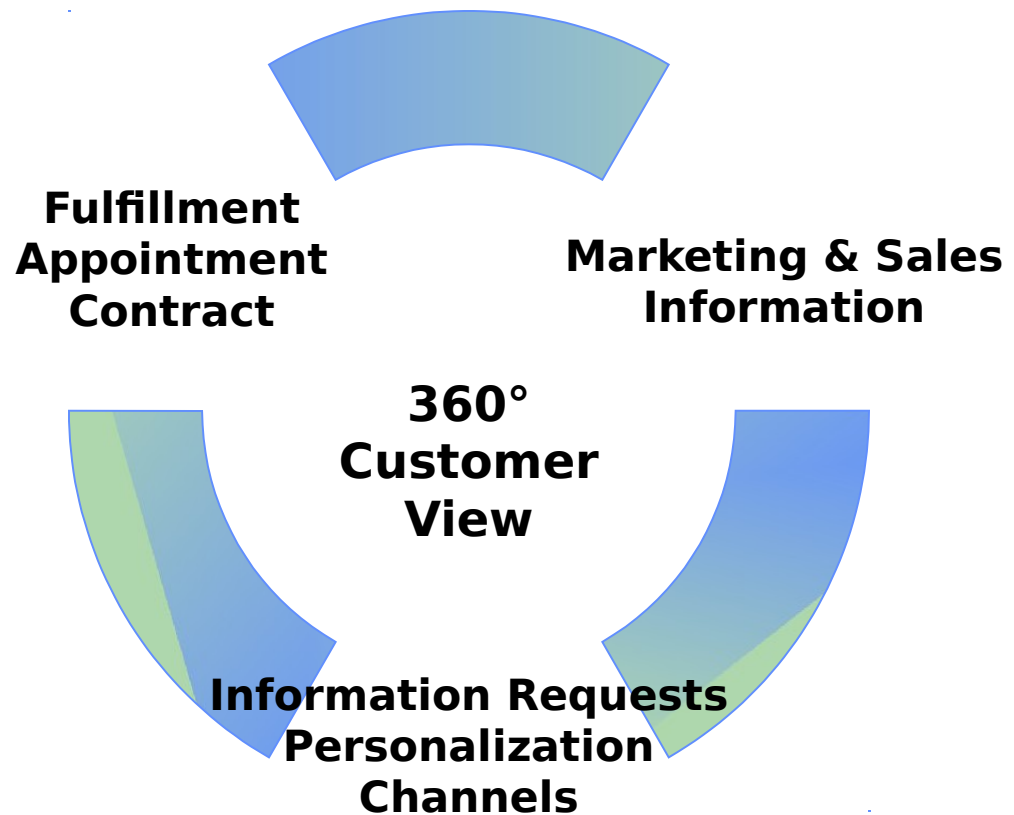
- * Technology is changing the model**
- * Multiple touch points**
- * Customer is now in control**
- * Want immediate info access**
- * Bricks and Mortar no longer enough**
- * Must be able to rapidly adapt and respond to customer needs**

CRM

- ★ **Customer relationship management (CRM) is an effective business strategy to select and manage the most valuable customer relationships.**
- ★ **CRM requires a customer-centric business philosophy and culture to support effective marketing, sales, and service processes.**
- ★ **CRM applications enable effective customer relationship management.**

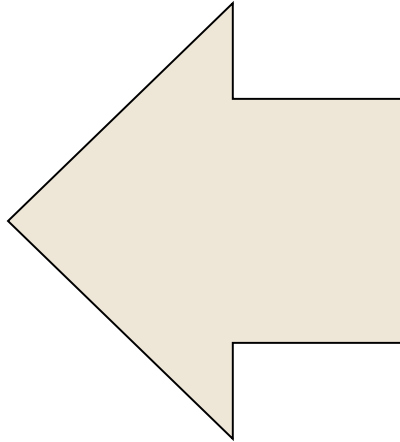


Customer Relationship Management Overview



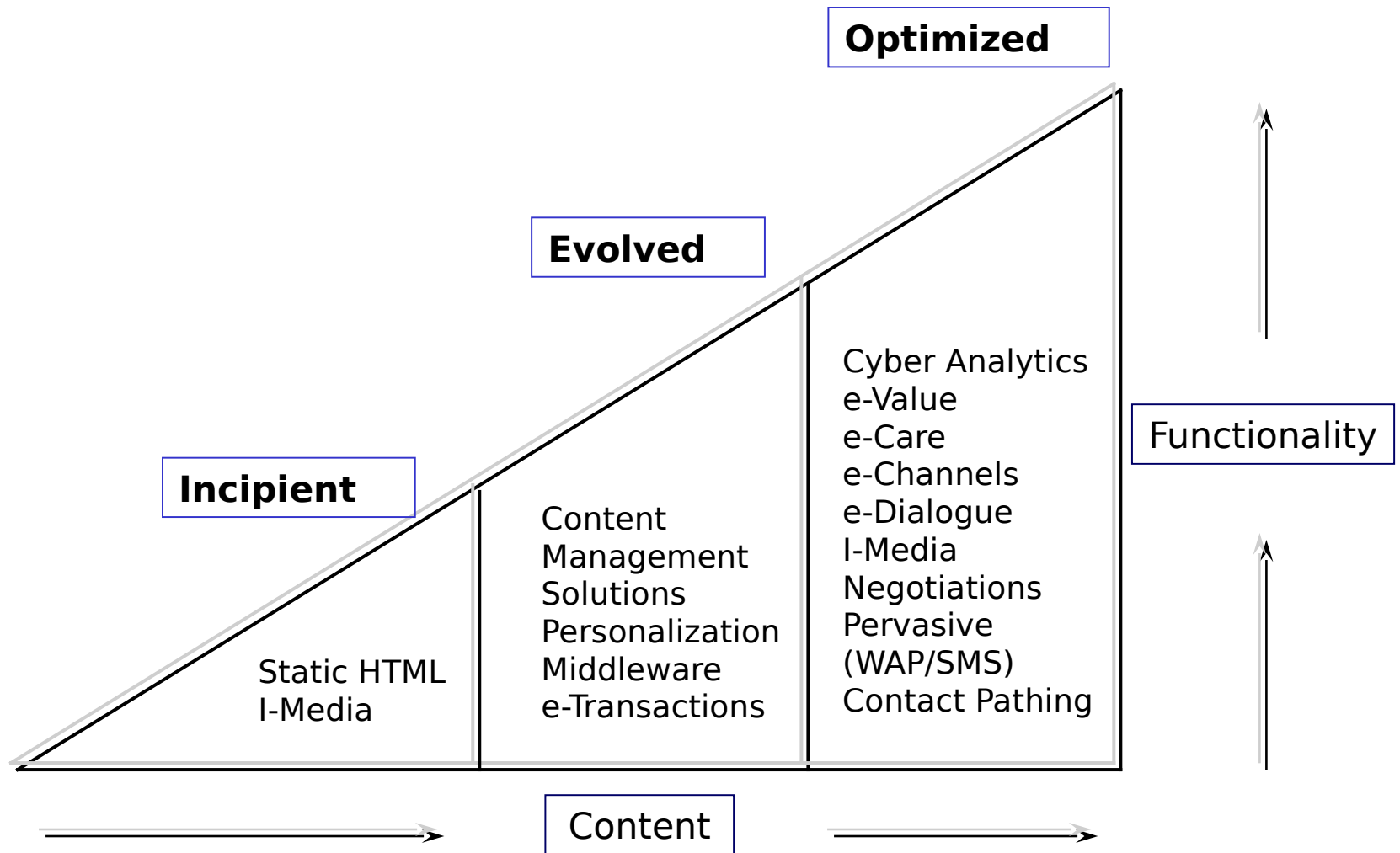


eCRM Tools



- ***Web information updates***
 - Access to customized information
- ***Web Account Updates***
 - Access to update personal profiles
- ***Interactive Chat***
 - Real time access to knowledge agent, guided sales presentation
- ***IP Telephony/ Voice IP***
 - Voice access to knowledge agent
- ***Interactive E-mail***
 - Real time access to knowledge agent via an e-mail gateway

Responding to Market Needs -- How mature is our Internet Presence?





GoArmy Vision

- ★ **Not just branding or advertising/marketing**
- ★ **Advertising/Marketing is a “front end”**
 - ❖ **Awareness**
 - ❖ **Intrigue**
- ★ **Information > Educates = Motivation**
- ★ **Interactivity supporting business processes**
- ★ **Transactions which lead to Accessions**
- ★ **Full-service Recruiting Environment**
 - ❖ **Army Brand - Complete product line**
 - ❖ **24/7/365**
 - ❖ **Objective - within 3 yrs**

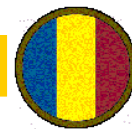


GoArmy.com Enhancements

- ★ **Personalized Information - Portal/Profile**
- ★ **The Army Experience - Expanded use of video/audio**
- ★ **One Army - One Voice - Threaded discussion**
- ★ **Live Recruiter - One on One chat, web tours**
- ★ **Cyber Station - Applicant Self Processing ****
- ★ **VRM - Visitor Relationship Management ****



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Internet Web Initiative -

Marketing Applicant Self-processing

- ★ Focus on meeting applicant's needs and interest

- ★ Online Armed Services Vocational Aptitude Battery (ASVAB) test

- ★ Includes:

- ★ Legal/Moral Questionnaire

- ★ Medical Questionnaire

- ★ Displays potential jobs/REQUEST

- ★ Applicants themselves generate high quality leads

- ★ Starts first build of applicant record

- ★ Identifies nearest recruiter

- and driving directions to

The screenshot displays the CYBER RECRUITER website. The top navigation bar includes links for 'Find your local recruiter!', 'Enter your zip:', 'Directions to Recruiter', and 'Email Your Recruiter'. The main content area features a large star graphic with the text 'With technology, training and support, you will become stronger, smarter and better prepared for the challenges you face.' Below this, there are links for 'Army Post Map', 'Army Jobs', and 'Army Pay Chart'. A section titled 'Select a Section' shows tabs for 'T', 'E', 'A', 'M', and 'S'. The bottom of the page has a 'Click Here For Information Card' link.

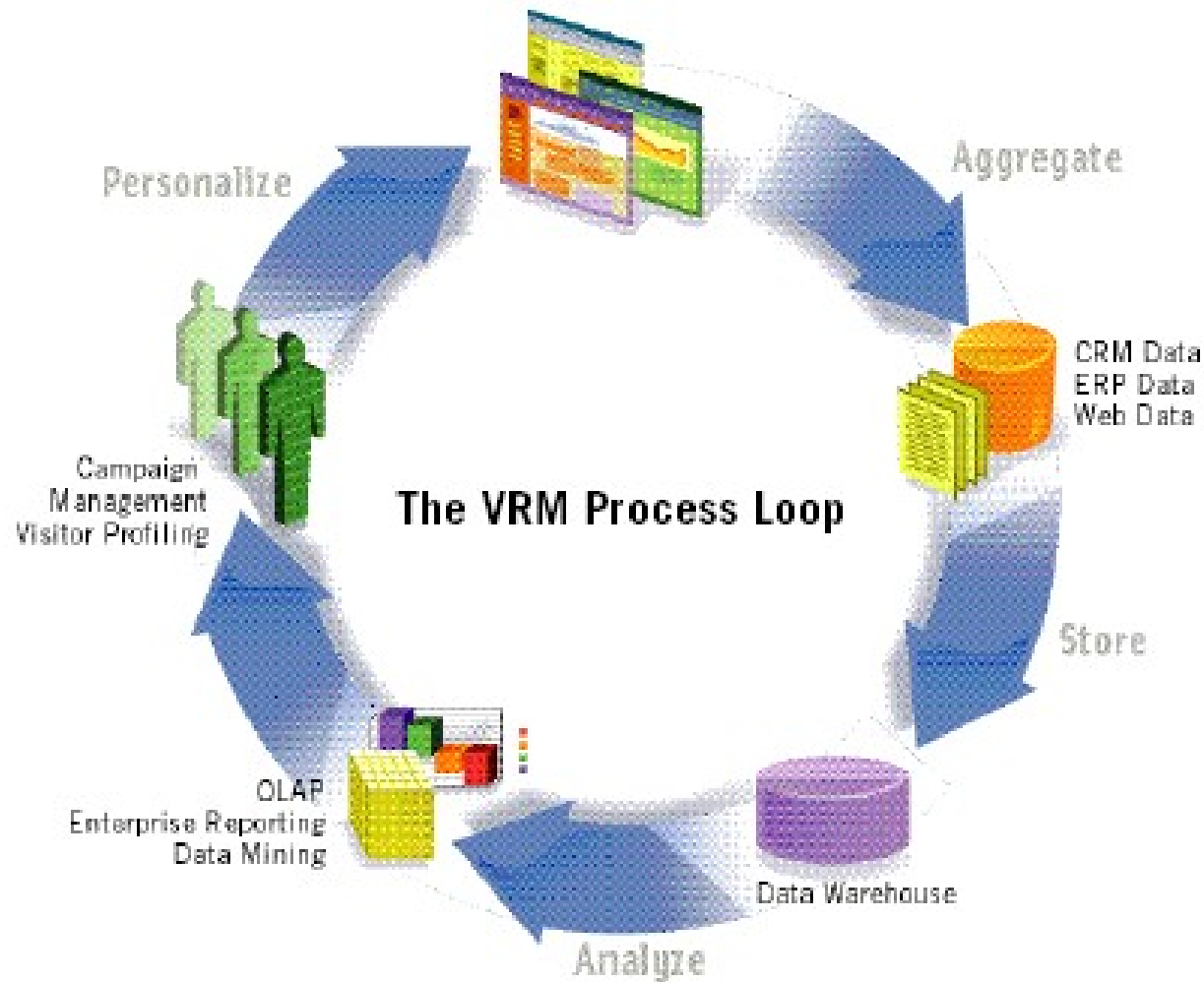
The inset shows a 'Medical History: Form 1' page. It includes a table for recording medical history with columns for 'Begin Date', 'End Date', and 'Age'. The table has two rows: one for 'Asthma, wheezing or inhaler use (4)' and another for 'Injury / Condition'. The 'Asthma' row is filled with '05/30/1978', '05/20/0179', and '15'. The 'Injury / Condition' row is empty.

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e-VRM





e-VRM Efforts

★ Visitor Relationship Management

- ❖ Campaign/advertising tracking
- ❖ E-mail campaign management
- ❖ Content/Needs-Interest assessment
- ❖ Profile tracking
- ❖ Dynamic LEAD-Contract tracking

★ Expanded capabilities

- ❖ Current - NetIQ/Web Trends
 - ★ Business Intelligence product upgrade
 - Incorporate data in Data Warehouse

ARISS Data Warehouse

- Vision -

Provide accurate, integrated, reliable data of strategic and tactical importance throughout USAAC that enhances accomplishment of the accession mission and provides decision support capabilities within a flexible, secure, standards-based architecture.





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BI Portal

Personal - GielowTE on 127.0.0.1 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address <http://ahqdp00/servlet/WebClient/Main> Go

Links [Brio Portal Login](#) [Search The Solution Database](#) [Electronic Time Reporting](#)

USAREC Business Intelligence Portal

Home Feedback Help Exit

PERSONAL BROWSE SEARCH SCHEDULE PREFERENCES

Personalize Content Layout Edit

Personal

- Portal Pages
- My Portal Page
- Favorite Items
- Favorite Categories

[My Portal Pages](#)

Broadcast Messages

[Brigades Home Pages](#)

Links [X]

No items available.

USAREC Bulletin Board [X]

No items available.

USAREC News [X]

No items available.

My Bookmarks [Edit] [X]

No Bookmarks

[New Bookmark](#)

Brigades Home Pages

United States Army Recruiting Command
Brigades Home Page

6th Recruiting Brigade 3rd Recruiting Brigade 1st Recruiting Brigade

6th BDE 3rd BDE 1st BDE

5th BDE 2nd BDE

5th Recruiting Brigade 2nd Recruiting Brigade

5961 Regular Recruiters
1358 Reserve Recruiters
1570 Recruiting Stations
238 Companies
41 Battalions

Exceptions Dashboard [Edit] [X]

Local intranet

Start Inbox - Microsoft Outlook Microsoft PowerPoint - [Pr...] Personal - GielowTE ... 7:49 AM

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Data Warehouse Facts

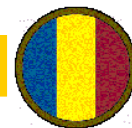
- Single window into strategic and tactical decision support data
- Integration of multiple, stove-piped legacy systems with current data
- Ability to dynamically query integrated data
- Improved data quality, consistency, and reliability
- Easier access to multi-year (FY1992 through present) recruiting information - (Ten years online)
- "Single click" access to data definitions and source mapping descriptions (metadata)
- Transitioned USAAC business intelligence to a Web-based architecture
- Access to database and portal output is controlled by multi-level security, we can audit use and activity
- Software supports LDAP, allows for easy migration of user authentication through Big Sur (Access 360)

Data Warehouse Facts (cont'd)

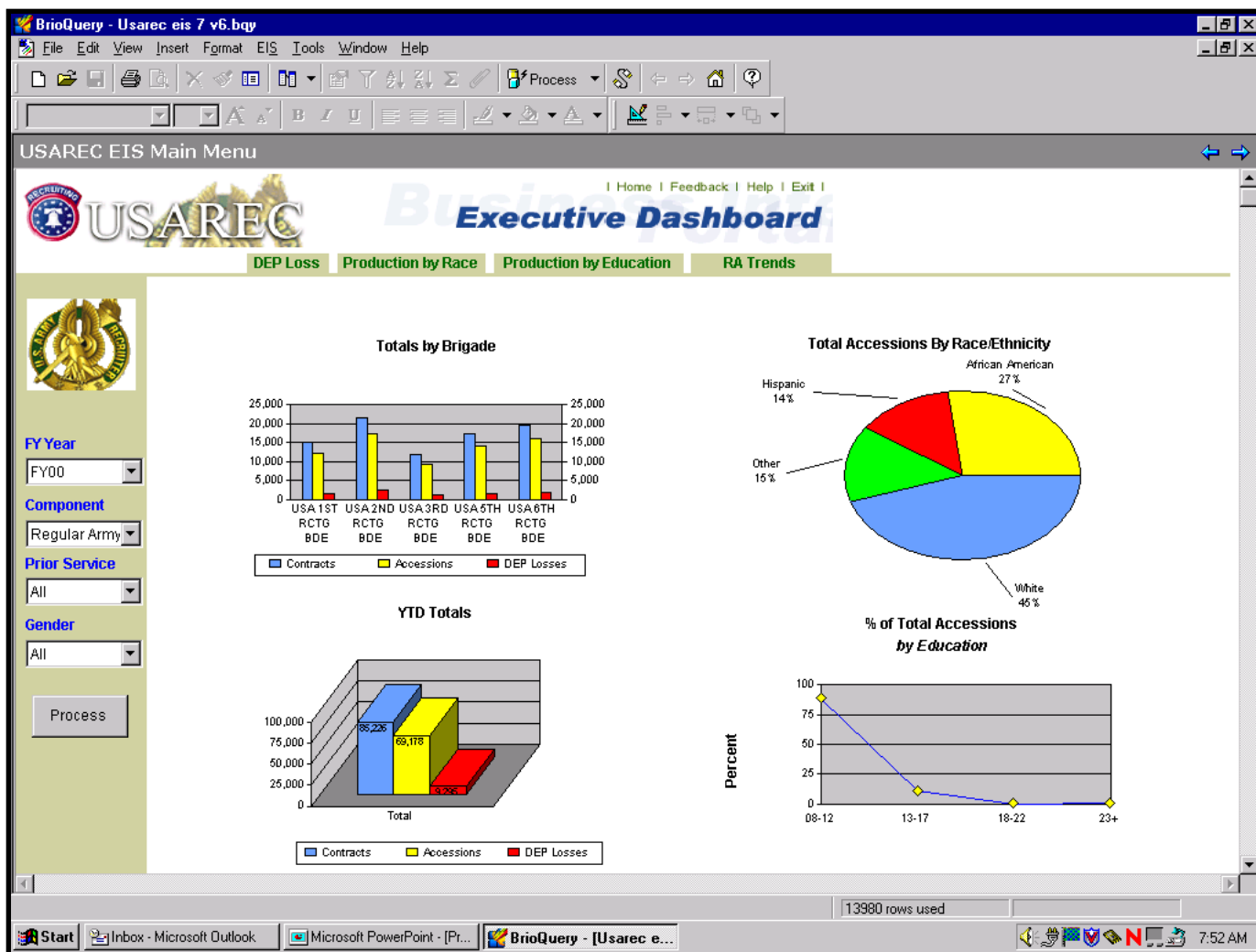
- ★ Iteration I, II & III of Data Warehouse Development are complete and provides:**
 - ❖ **Staging Area - transactional analysis of data from source systems (REQUEST & MEPCOM)**
 - ❖ **Operational Data Store (Class III)**
 - ▢ **Replaced portions of Legacy reports (Volume II)**
 - ▢ **Data analysis can improve data quality**
 - ▢ **Supports operational/tactical functions**
- ★ Daily reports are published each day by 5 AM**
- ★ Data models are available to process monthly adhoc queries**



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BIP - Executive View



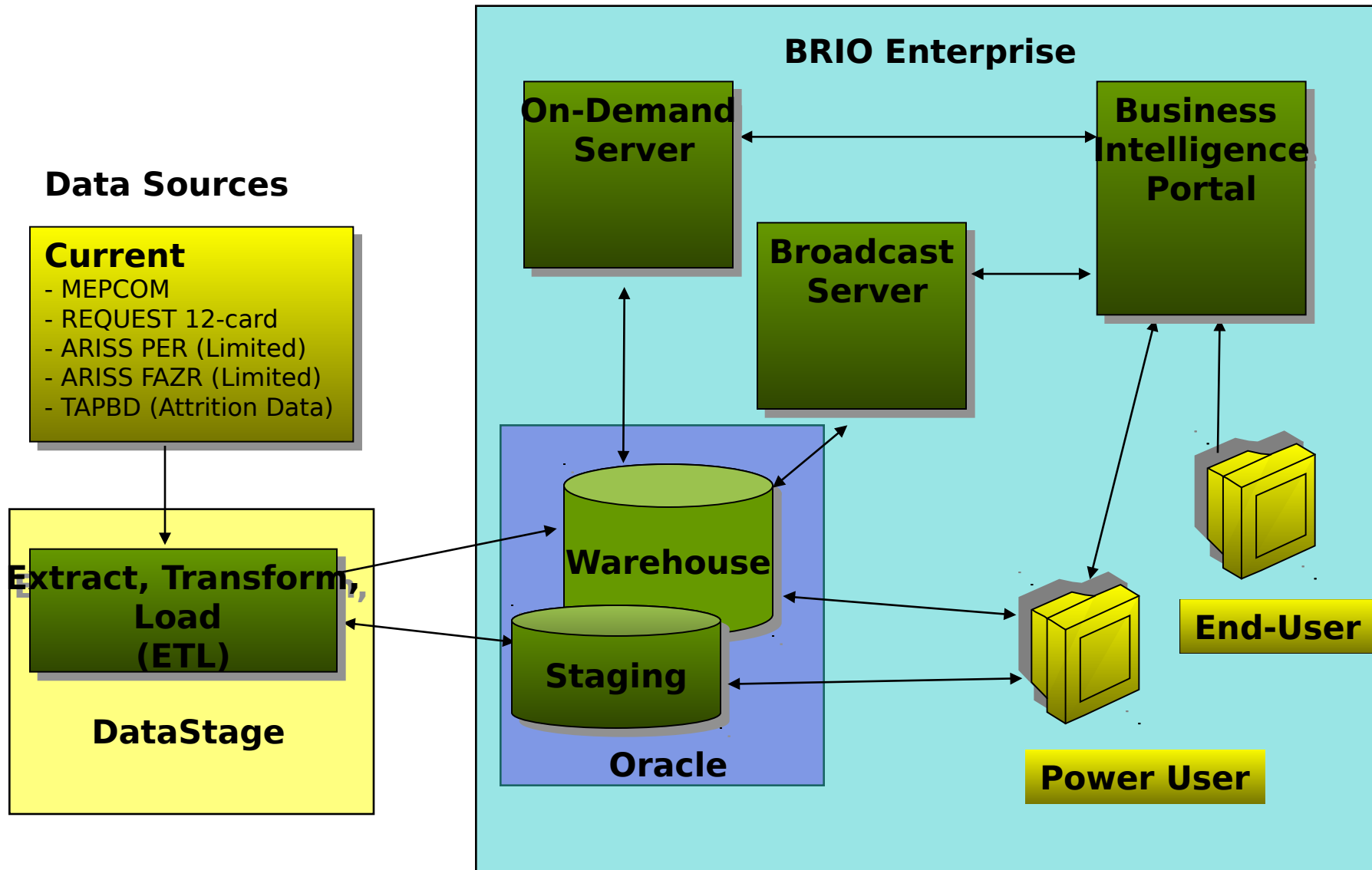
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Benefits

- Increase efficiency of recruiting activities through improved analytics and collaboration
- Reduce time for data gathering and manipulation
- Decrease time to respond to requests for information
- Reduce total cost of ownership -- scalable architecture supports cost and data sharing between USAAC and other DA commands
- Improve target marketing and incentive programs
- Administration & Software Upgrades/Version control
- Dashboards, Pre-built data models and reports
- Brio Insight Query Tool - query and presentation all in one
- System performance/Portal Access to Database(s)
- Architecture is in place for access via "USAAC Central Portal" & distribution of data throughout the command
- Trend/Demographic analysis across fiscal years
- Controlled at USAREC Headquarters (IM Division)

Data Warehouse FY02 Architecture

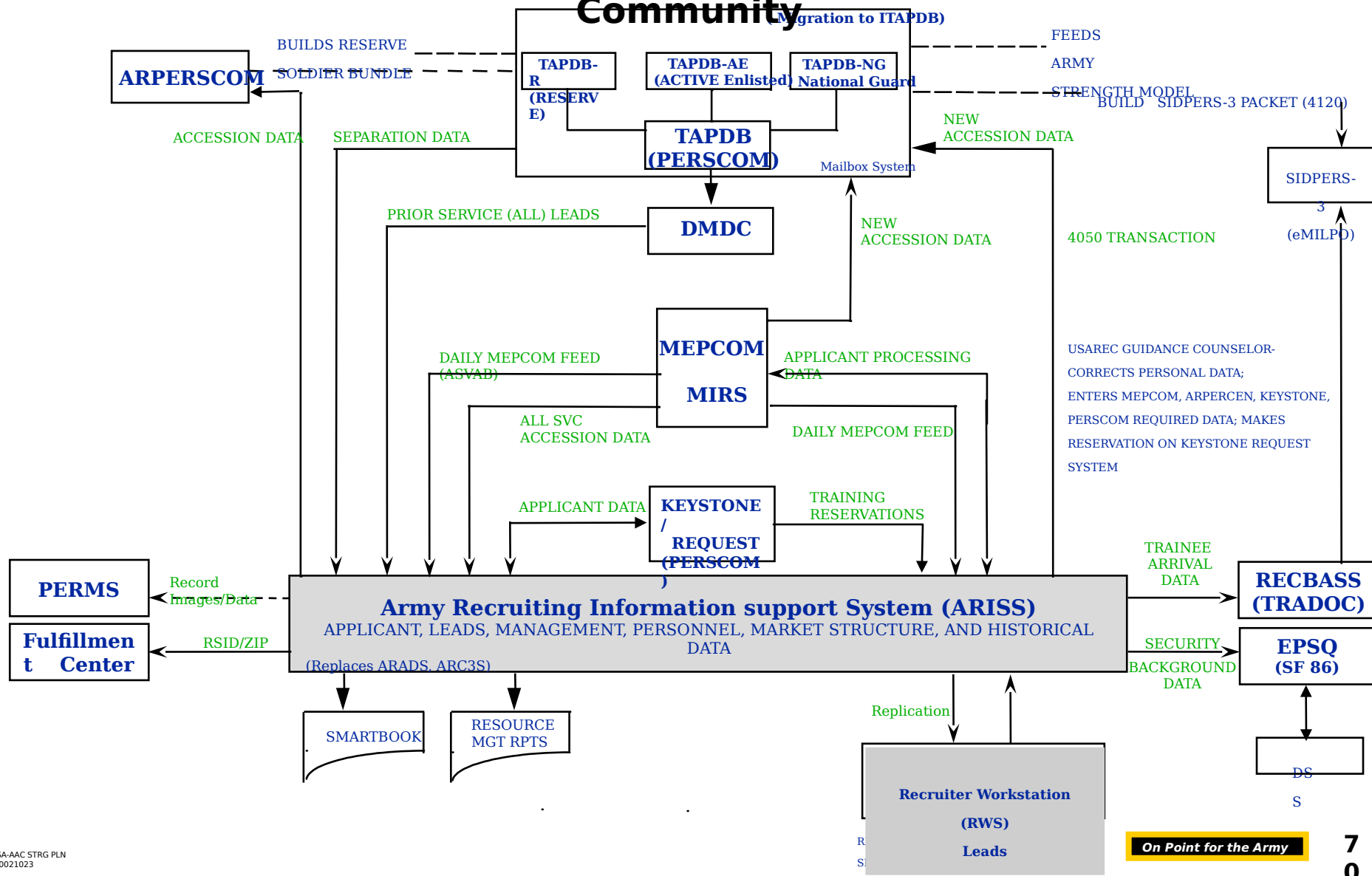




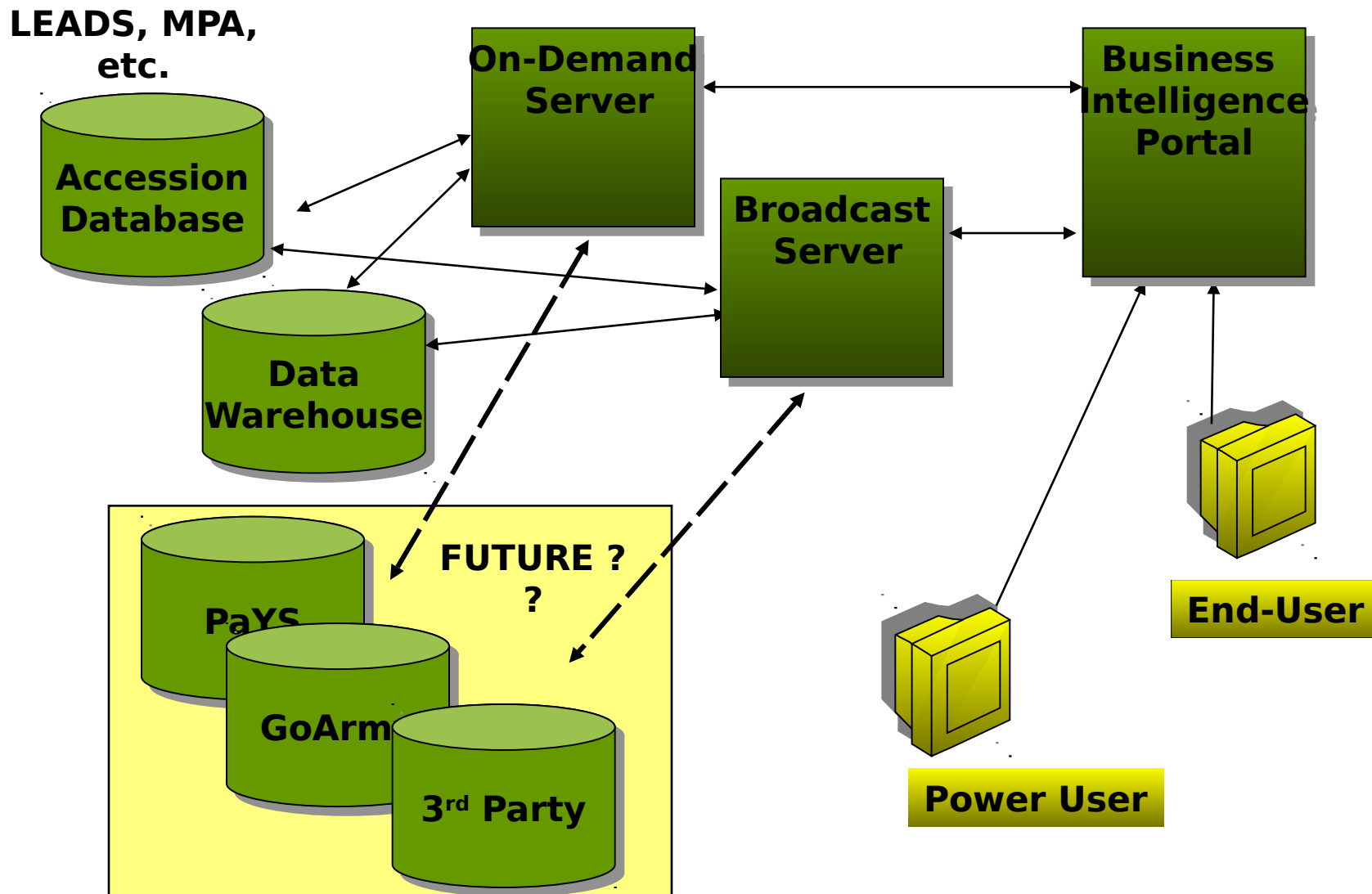
Architecture Overview

Systems Interfaces - USAREC Component

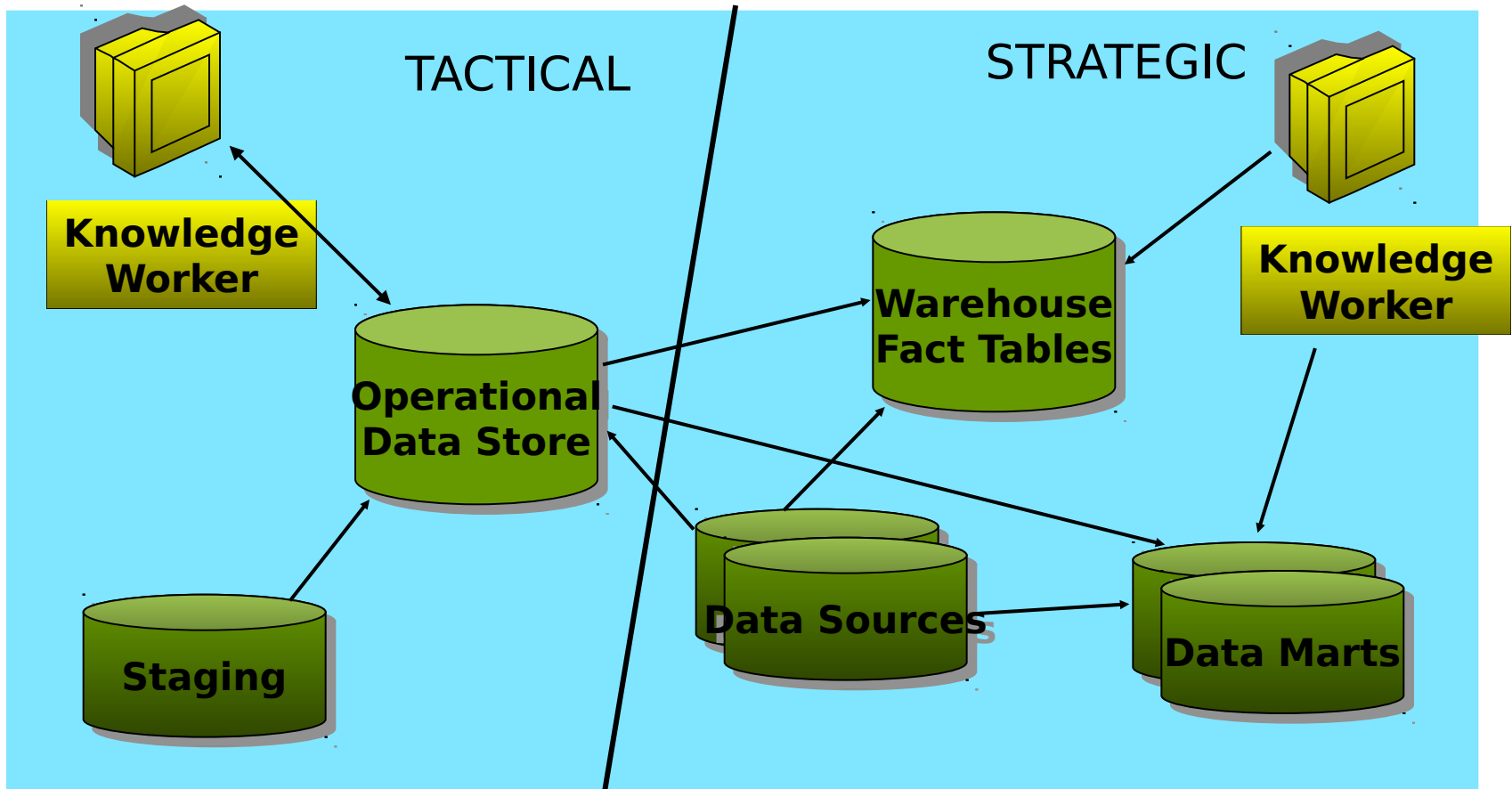
Providing Source Data for the DA - DOD Accession Community



Data Warehouse FY03-04 Architecture (BI Portal)



Data Warehouse Model



Business Transformation

Framework

Data

Information Knowledge

Actions



Warehousing



Applicant Information
Population Information
Utilization Information
Encounter Information

Analysis



Understand Critical Pathways
Applicant Profiling
Know How to Improve the Business
Know Where to Cut Costs

Providing Services



Improve Accession Process
Negotiate Better Contracts
Improve DEP Program
Reduce Costs

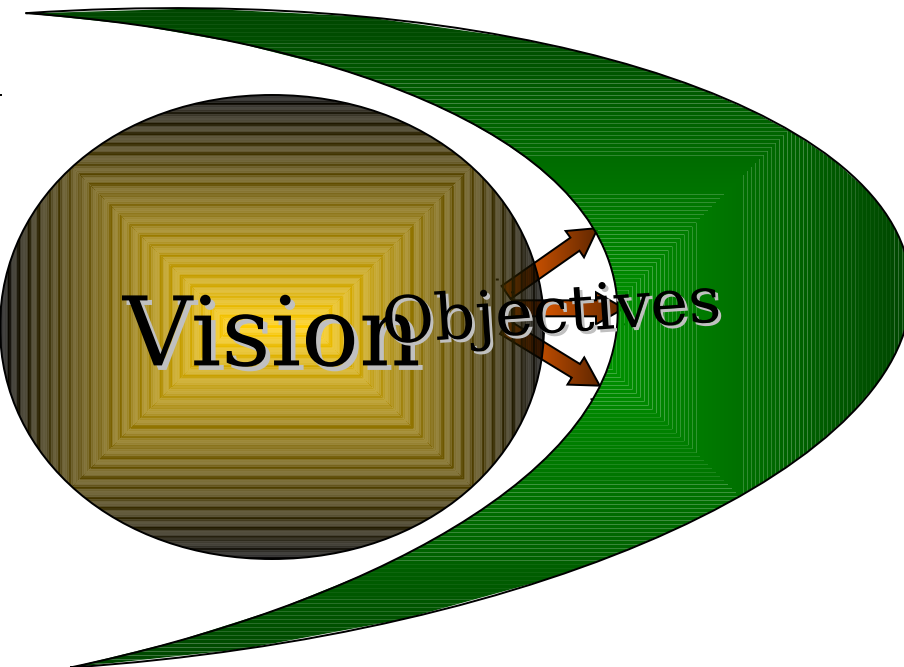
Business Impact



Value



Goal - Effectively Leveraging Business Intelligence



- **Meet the Army's Accession Mission**
- **Increase penetration in the college & Hispanic markets**
- **Provide accurate reporting to all levels of USAAC Leadership**
- **Manage all levels of the accession process**
- **Support long range planning**

What's Missing & Resolution

★ Missing

- ❖ In-depth Strategic Analysis
- ❖ Additional Data Sources to Integrate
- ❖ Defined Metrics to Measure Organization's Progress/Success

★ Resolution

- ❖ Create Star Schema/Data Marts for Strategic Analysis
- ❖ Identify Data Sources and Aggregate Levels
- ❖ Define Metrics



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Questions